1955

Editor & Publisher®

THE FOURTH ESTATE

International

Year Book

Encyclopedia of the Newspaper Industry

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MAY 28,
1955

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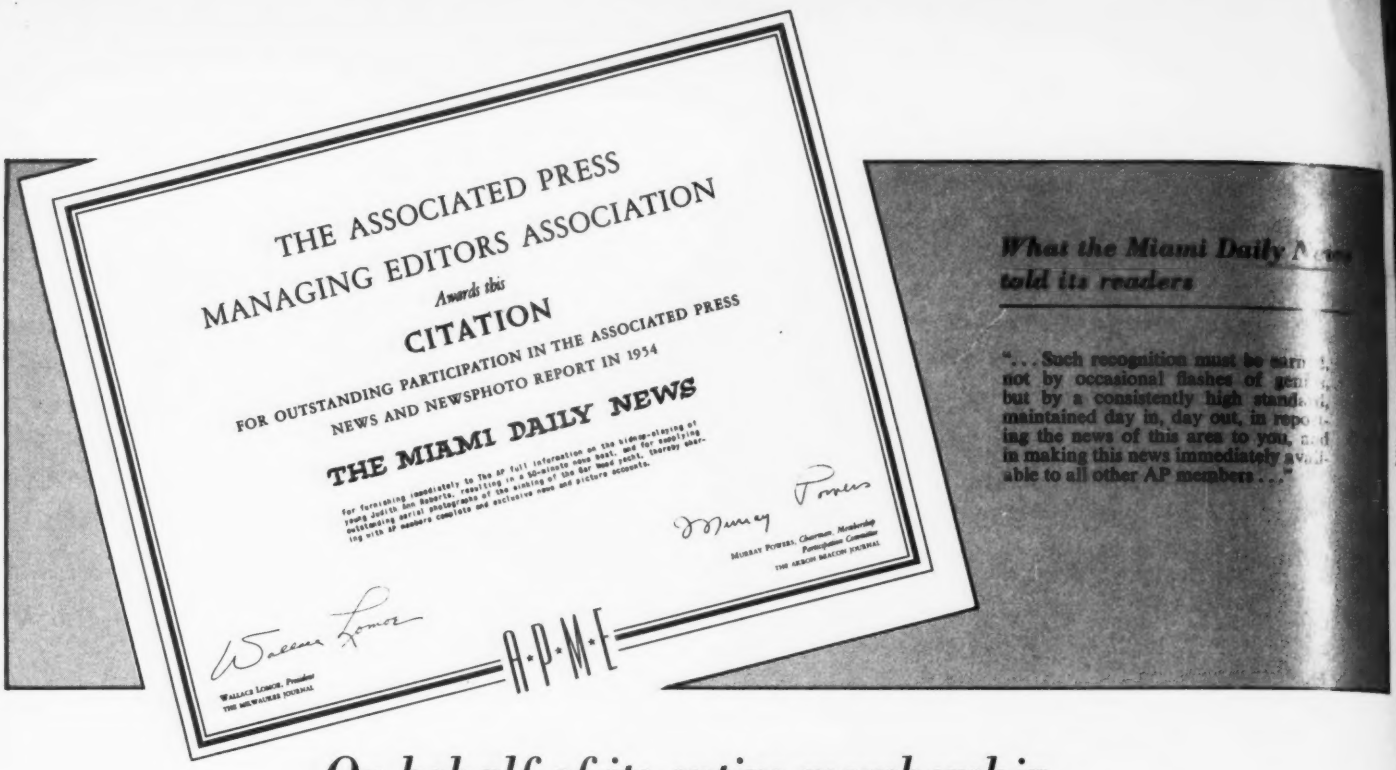

On behalf of its entire membership...

THE ASSOCIATED PRESS

. . . again salutes these winners of citations awarded by The Associated Press Managing Editors Association for outstanding participation in The AP news and picture reports during 1954.

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Alice (Tex.) Echo
Ashland (Wis.) Press
Baltimore Sun
Bangor News
Bemidji (Minn.) Pioneer
Boston Post
Bristol (Va.) Herald-Courier
Buffalo Courier-Express
Charleston (W. Va.) Daily Mail
Chestertown (Md.) Kent County News
Chicago Sun-Times
Chicago Tribune
Columbus (Ga.) Enquirer
Dallas Morning News
Denver Post
Des Moines Register and Tribune
Detroit News
Eau Claire (Wis.) Leader-Telegram
El Paso (Tex.) Times
Fairbanks (Alaska) News-Miner
Fort Worth Star-Telegram
Fredericksburg (Va.) Free Lance-Star
Greensburg (Pa.) Morning Review
Hartford Courant
Hartford Times
Hobbs (N. M.) News-Sun
Jackson (Mich.) Citizen-Patriot
Jackson (Miss.) Clarion-Ledger
Jackson (Miss.) Daily News
Jefferson City Capital-News and Post-Tribune
Kansas City Star
La Crosse (Wis.) Tribune
Leavenworth (Kan.) Times
Lewiston (Maine) Evening Journal
Little Rock Arkansas Democrat
Little Rock, KARK-TV
Los Angeles Times
Louisville Times
Mason City (Iowa) Globe Gazette
Miami Daily News
Middletown (N. Y.) Times Herald
Milwaukee Journal
Minneapolis Tribune
Mobile Press-Register
Nashville Tennessean
New Bedford (Mass.) Standard-Times
New London (Conn.) Day
Newport (R. I.) Daily News
New York, Life Magazine
Norfolk (Neb.) News
Norwich (Conn.) Bulletin
Oakland Tribune
Parsons (Kan.) Sun.
Pensacola (Fla.) News-Journal
Perth Amboy (N. J.) Evening News
Phoenix Arizona Republic and Gazette
Portland (Maine) Express Herald
Providence Journal-Bulletin
Raleigh News & Observer
St. Joseph (Mo.) News-Press and Gazette
St. Louis Globe-Democrat
St. Louis Post-Dispatch
San Antonio Express
San Francisco Call-Bulletin
Scranton (Pa.) Times
Shawnee (Okla.) News-Star
Shreveport Times
South Bend Tribune
Syracuse Herald-Journal
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AP . . . *the byline of dependability*

Greater Coverage than ever before...

Circulation—
Six months ending September 30, 1954

Combined Daily (five day Average)	393,617
Sunday	313,072

- The Sunpapers circulation statement for September is the highest ever recorded for the period—five day and six day averages considered.
- The trend is definitely toward The Sunpapers—a continuing trend that has developed through the years.

Everything In Baltimore Revolves Around The Sun

THE BALTIMORE SUNPAPERS

National Representatives: Cresmer & Woodward, Inc., New York, San Francisco & Los Angeles; Scolaro, Meeker & Scott, Chicago & Detroit

QUALITY · DEPENDABILITY · SERVICE

for all

YOUR NEWSPAPER FEATURE NEEDS

FOR fifty years NEA has been supplying better newspapers with better features, pictures and comics. Editors and publishers know they can depend on NEA regularly for superior quality features that inform, entertain and serve readers . . . features based on established readership and solid circulation pull.

NEA Full Service

The complete, basic program for daily newspapers. *14 Daily Comics* . . . exclusive, illustrated Newsfeatures . . telephoto and feature pictures . . . *columns by world-famous byliners* . . . modern women's features . . . exciting sports features . . . editorial cartoons . . . plus many no-extra-cost extras including NEA famous holiday and historic story strips.

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Selections of outstanding NEA features tailored to meet the needs of smaller newspapers.

NEA Sunday Comics

18 popular comics in four colors to add reader appeal and interest to your comic section. Available in standard and tabloid sizes.

NEA Color Comic Sections

From America's finest color-printing plants . . . guaranteed quality . . . backed by years of experience and service . . . any size . . . any quantity . . . any combination to fit your specifications.

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Boys and Girls Page for tots and teen-agers . . . Do-It-Yourself Page with handy hints and photographic step-by-step instruction for home improvement . . . daily picture pages.

NEA Service, Inc.

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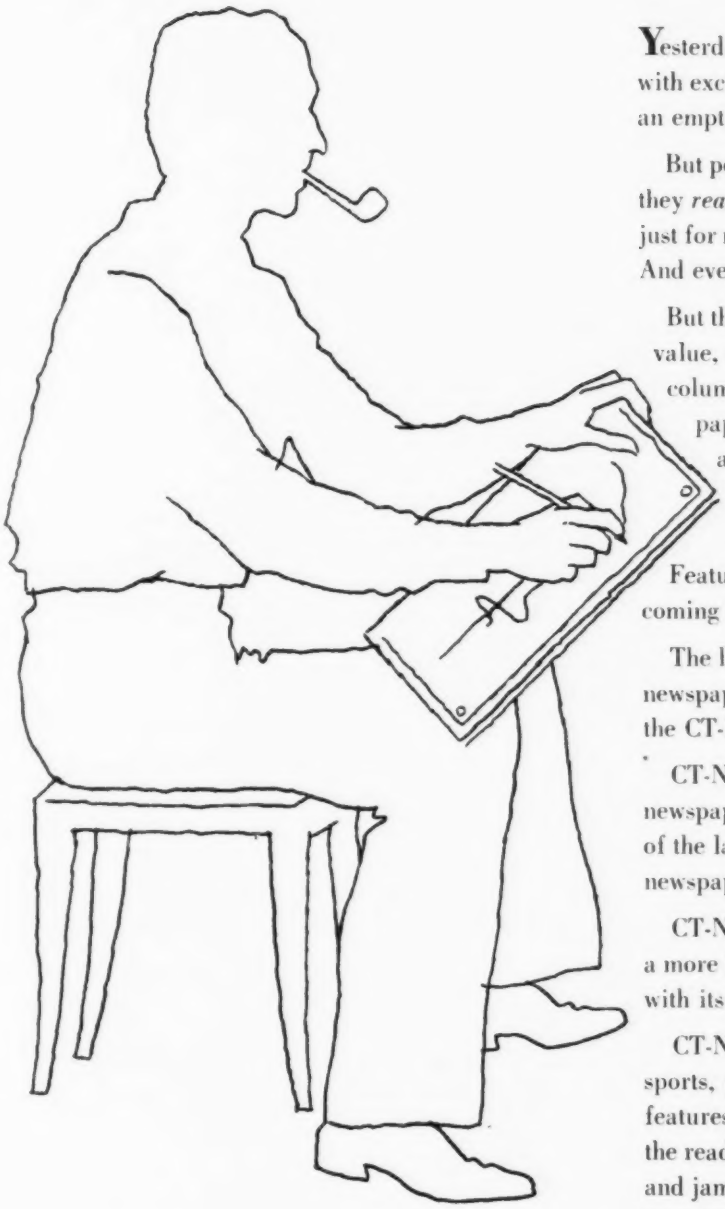
What sells tomorrow's paper?



Yesterday's front page may have been startling, charged with excitement. Today's may be as bare of interest as an empty slab in the morgue . . .

But people still buy today's paper. And more important, they *read* today's newspaper! And they don't buy or read it just for news! News is one commodity you can't control. And every newspaper has it.

But the features are the reader's assurance of interest and value, regardless of the paper's news content. Your columnists, comics, service departments, fiction make the paper worth while—when the news isn't. They make a dent in the reader's gray matter, put a smile on his face, tickle his fancy, engage his sympathies, entertain, and impart information.

Features are the day-to-day bargains that keep the reader coming back, that sell your paper today and tomorrow!

The best newspaper features are made solely for newspapers—and the best newspapers get the best from the CT-NYN Syndicate!

CT-NYN features are designed for newspapers, by newspaper people, and edited to meet the exacting needs of the largest newspaper and the largest standard-size newspaper in the United States.

CT-NYN features are created to help newspapers create a more interested readership! They supply a newspaper with its most valuable asset—reader interest!

CT-NYN comic strips, gag panels, continuities, sports, political, theatrical, health, etiquette features, short stories and serial fiction . . . make the reader an active participant . . . fill mailbags and jam telephone switchboards . . . aid papers in meeting the increasing competition for leisure time . . . are proven circulation builders, sell newspapers!

For better newspapers tomorrow—get CT-NYN features today! And for specimen proofs and prices of features to fit your needs, call, wire, or write Mollie Slott, Manager . . .

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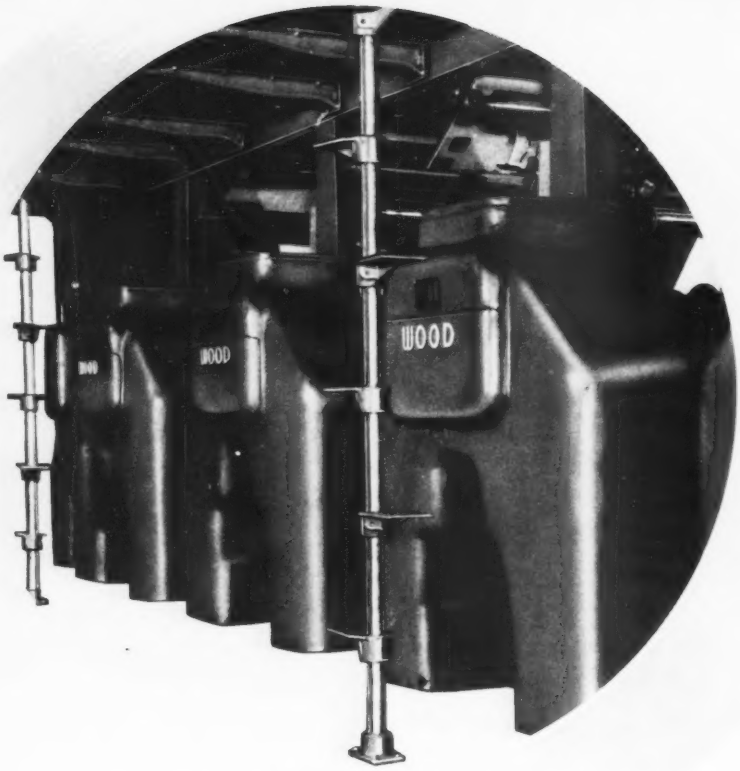
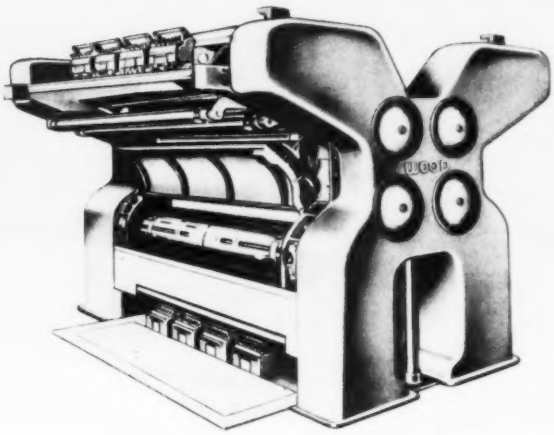
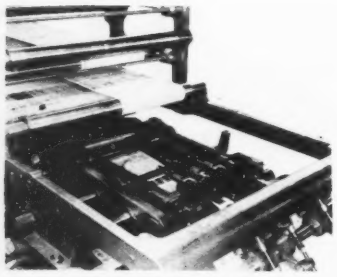
220 East 42nd St., New York . . . Tribune Tower, Chicago



The WOOD METROPOLITAN Color-adaptable Black Units provide heavy-duty, high-speed facilities for modern newspaper printing.

The WOOD METROPOLITAN Color Unit provides fine quality R.O.P. color printing in conjunction with Color Adaptable Black Units.



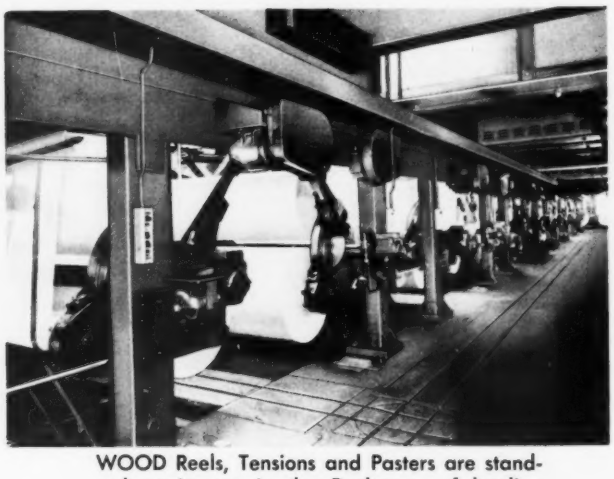


INTRASERTOR: Available for use with the Wood Cosmopolitan Press. Provides two-page jumps on multi-sectioned products when running collect.

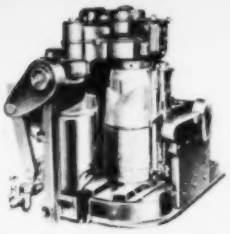
WOOD Pressroom and Reelroom Equipment

Over the years, WOOD Presses and Reelroom equipment have earned a reputation for smooth running dependability and economical operation. They are proving their worth, year after year, in the plants of many of America's busiest newspapers.

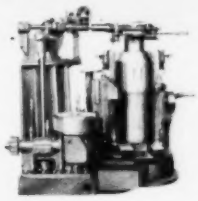
COSMOPOLITAN PRESS: Designed for medium size newspapers, enabling them to produce high quality black and R.O.P. color printing. Flexibility of press arrangement meets unusual installation requirements within minimum space.



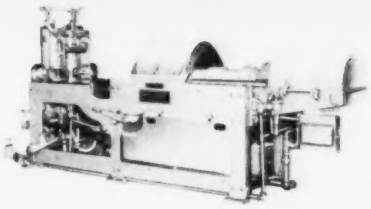
WOOD Reels, Tensions and Pasters are standard equipment in the Reelrooms of leading newspaper plants throughout the world. Readily installed on any make of press.



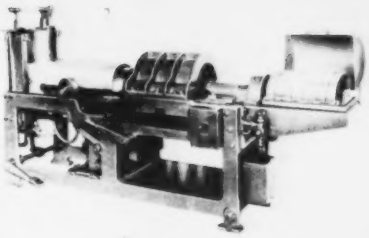
AUTOMATIC AUTOPLATE



JUNIOR AUTOPLATE

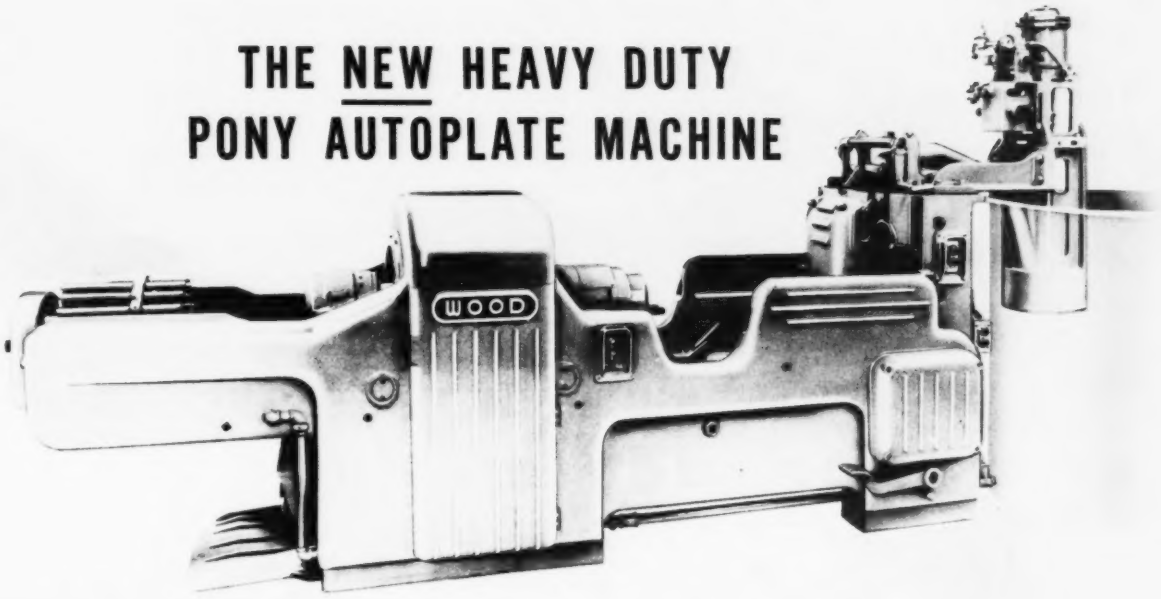


HEAVY DUTY PONY AUTOPLATE



STANDARD PONY AUTOPLATE

THE NEW HEAVY DUTY PONY AUTOPLATE MACHINE



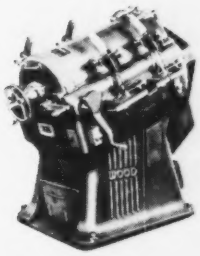
WOOD Stereotype Equipment

FEATURING THE *NEW* HEAVY DUTY PONY AUTOPLATE MACHINE

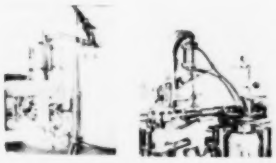
WOOD proudly presents the NEW Heavy Duty Pony Autoplate Machine, one of the finest pieces of stereotype equipment ever built. Its improved methods of plate casting, shaving and cooling provide a means of producing BETTER plates at a rate of three every two minutes.

WOOD stereotype equipment has earned a world-wide reputation for fine performance. Over the years WOOD has set the pace in engineering and manufacturing stereotype equipment that makes it possible for big city dailies and smaller city newspapers alike to meet steadily increasing production schedules and still print better-looking newspapers.

Send for descriptive literature.



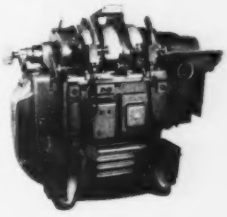
COLOR PLATE PRE-REGISTERING MACHINE



PNEUMATIC PUMPING SYSTEM

HEAVY DUTY AUTOSHAVER

TENSIONPLATE ATTACHMENT



AUTOMILLER

IF IT'S Wood IT'S GOOD

WOOD NEWSPAPER MACHINERY CORPORATION

PLAINFIELD, NEW JERSEY

Executive & Sales Office: 501 Fifth Avenue, New York 17, N. Y.

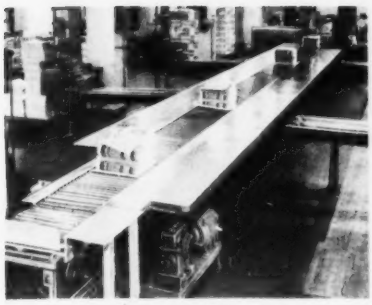
There is comradeship in trouble-free production

The busy publisher wants his mechanical forces to share in compliments of readers and advertisers. Craftsmen are happy when front office executives look in on their departments . . . When papers are interesting, well printed, punctually delivered and productive of business for their advertisers there is mighty little ground for criticism or jealousies . . . Often it will be found that dependable, quick working, clean molding Certified Mats have made an important contribution to such harmony.

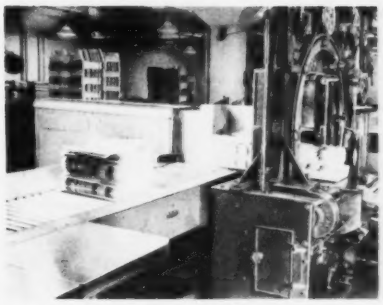
CERTIFIED DRY MAT CORPORATION
9 ROCKEFELLER PLAZA, DEPT. P, NEW YORK 20, N. Y.

Certified DRY MATS

For dependable stereotyping rely on Certified Mats

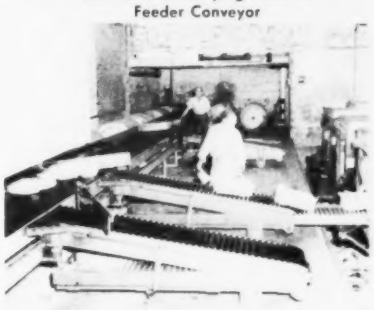


Mailroom Wire Tying Machine Feeder Conveyor



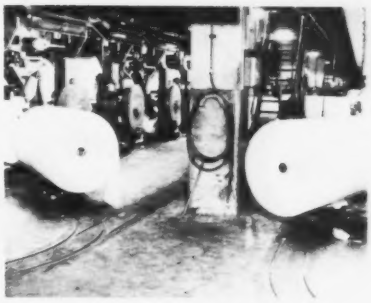
Milwaukee Journal Pusher Mechanism

Stereotype Plate Conveyor System

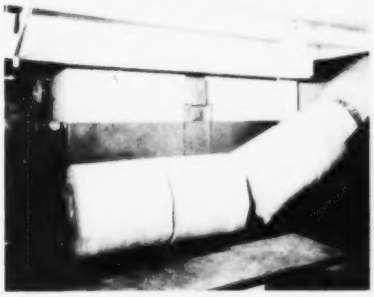


Telescoping Truck Loaders

"What's Your Handling Problem?"

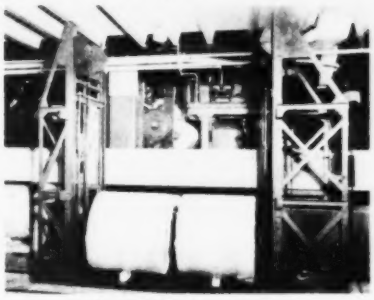


Newsprint Track System



Newsprint Conveyor

Non-slip Press Floor



Newsprint Tiering Machine

● There is no one stock answer to every handling problem imposed by modern newspaper plant operation. That is why JAMPOL, with more than 25 years' specialized experience in servicing this important field, can be of such practical value in designing the handling system and equipment that will increase your plant's efficiency . . . make substantial savings in your operational costs . . . and reduce production delays to a minimum.

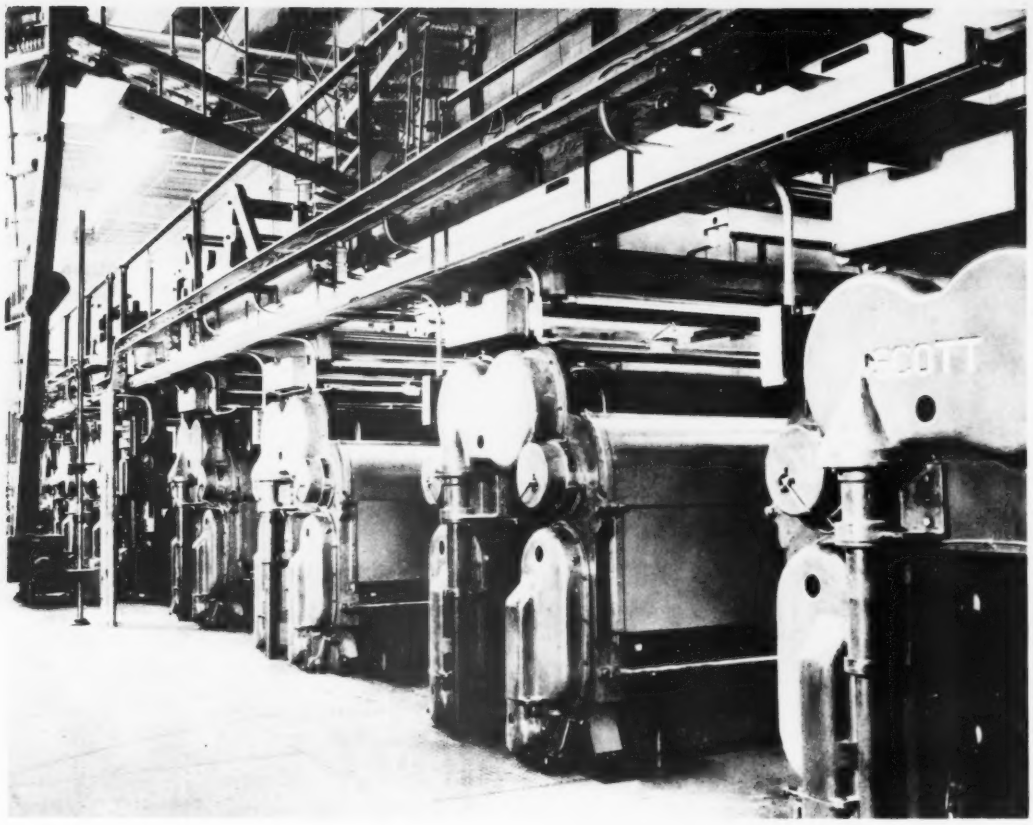
WE WILL BE GLAD TO DISCUSS THE APPLICATION OF JAMPOL METHODS & EQUIPMENT TO YOUR PROBLEM

THE JAMPOL COMPANY, INC.

General Office and Factory

728—61st Street • Brooklyn, New York

- Stereotype Plate Pneumatic Drops
- Stereotype Plate Electric Elevators
- Stereotype Plate Pressroom Conveyors
- Newsprint Chutes
- Newsprint Elevators
- Newsprint Pneumatic Drops
- Newsprint Conveyors
- Newsprint Track Systems
- Newsprint Transfer Tables
- Newsprint Dollies
- Mailroom Loose Stack Conveyors
- Mailroom Bundle Conveyors
- Mailroom Tables
- Mailroom Bundle Spiral Chutes
- Mailroom Wire Tying Machine Feeder Conveyors
- Mailroom Pushers (Milwaukee Journal Feeder Mechanism)
- Telescopic Truck Loaders
- Press Floors



A Typical SCOTT Installation

Why SCOTT *newspaper equipment sets the* Standards of Performance

THE world-famous performance of Scott Newspaper Equipment originates at the design boards, and continues through every stage of manufacture. The resulting, over-all superiority of Scott units comes from constant, painstaking attention to every detail involved in these four, broad considerations of design and manufacture:

1. Capability of operation at high speed
2. Maximum flexibility of use
3. Simplicity of equipment design, for economical operation and maintenance
4. Components far sturdier than required, for continuous, unfailing service.

Examine any unit of Scott equipment for its many features of advance design and construction. The fully counter-balanced cylinders, over-sized journals, mounted in large roller bearings close to the body of these cylinders, provide maximum rigidity—plus a specially designed lubricating system, insuring smooth, trouble-free extra-high speed press operation; the over-all symmetry of design and dynamic balancing of rapidly rotating parts. Watch its smooth, effortless operation, at highest speeds—and you will have just a few of the reasons why "SCOTT" stands for Leadership in newspaper equipment.

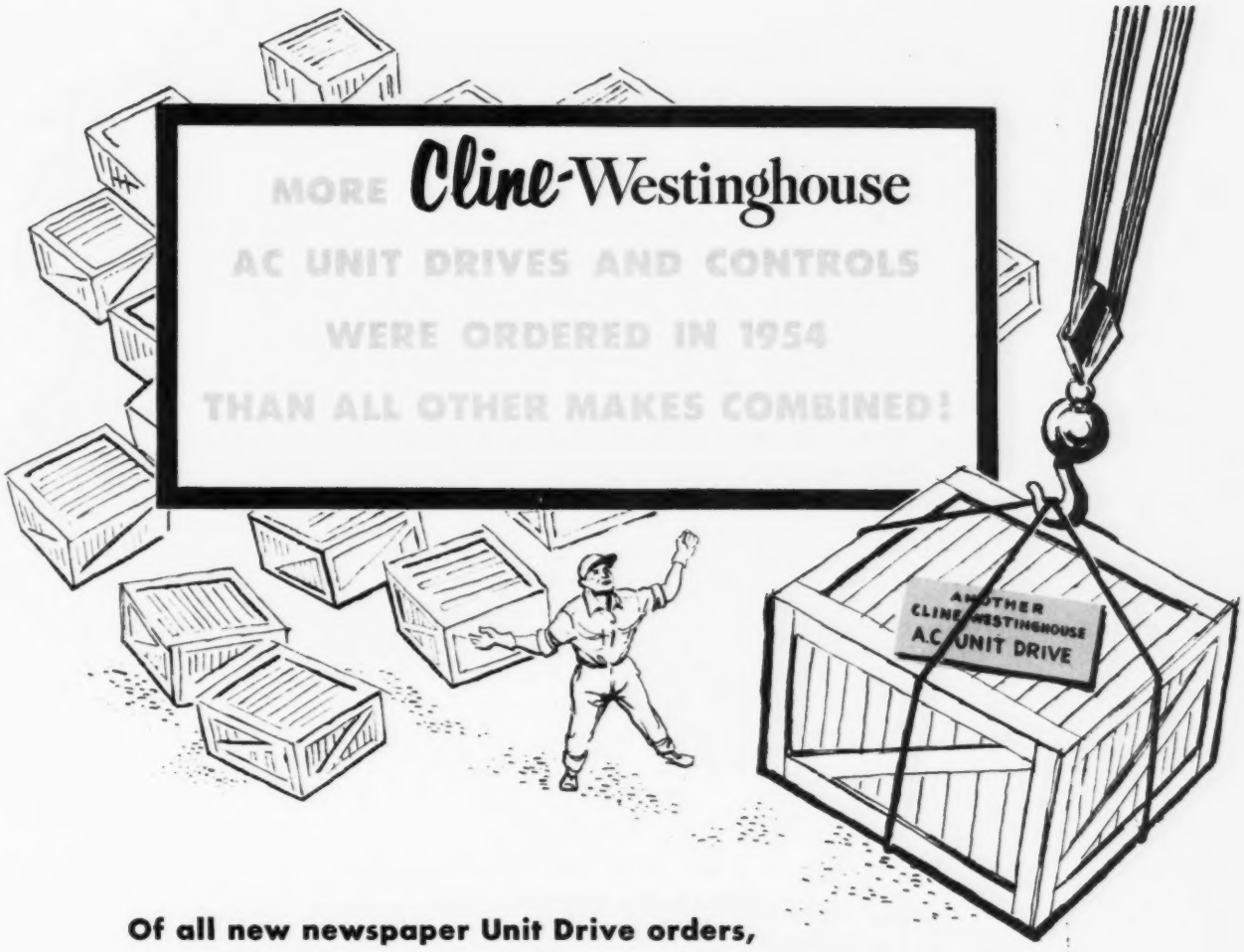
Write today for the booklet describing the outstanding advantages of SCOTT printing units.

Buy with CONFIDENCE - - - Buy SCOTT

WALTER SCOTT & CO., INC.

PLAINFIELD, NEW JERSEY

5-54-2A



Of all new newspaper Unit Drive orders, more than 60% specified Cline-Westinghouse

A year ago, more than 50,000,000 people were already reading newspapers printed on presses driven and controlled by Cline-Westinghouse AC Unit Drives and Controls; this figure is now higher than ever before in the history of any manufacturer.

A great deal of confidence in Cline-Westinghouse units has been developed since Cline pioneered in AC Unit Drives. Still leading the field overwhelmingly, there are new developments to come!

AND . . . since 1919, Cline has pioneered in REELS—TENSIONS—PASTERS...NOW AND TOMORROW TOO, CLINE IS THE LEADER!

Since 1919 Cline has pioneered in increasing the paster speed from 5,000 IPH to the present speed of 50,000 IPH with the new Cline Wet-Glue Paster and AC Automatic Electric Tension. Trouble free features with incomparable smoothness and evenness.

FROM 30 CORNERS OF THE U. S. A. . . .

24 Hour service!

No matter where or what the trouble is, there's a Cline serviceman close by. Thirty convenient service stations are located strategically over the USA . . . everyone with a telephone on a 24 hour alert.

Cline-Westinghouse
Drives and Controls

THE CLINE ELECTRIC MANUFACTURING COMPANY
3405 West 47th Street, Chicago 32, Illinois
Los Angeles 17, California • New York 17, New York

One hundred fifty years of

From the time the Hoe organization was founded in 1805 — a century and a half ago — American publishers have relied on Hoe leadership to develop the press equipment essential to meet the continually expanding requirements of the newspaper industry. Beginning with the Peter Smith hand press in which the toggle-joint pressure principle was first employed, the most outstanding press improvements have been pioneered by Hoe. Some of the most important of these were —

1830 The first flat bed and cylinder press used in the United States was made by Hoe.

1845 Richard M. Hoe made the epochal invention of the rotary, type-revolving press, which "ushered in the era of modern publishing."

1871 The first roll-fed, continuous printing rotary perfecting press, with gathering and delivering cylinder, was introduced by Hoe in 1871; the first four-page-wide newspaper press in 1874.

1876 The first newspaper rotary web perfecting press, with rotating blade folding cylinder, was shown by Hoe at the Centennial Exhibition in Philadelphia.

1881 Another milestone in making possible the high-speed production of the modern newspaper press was Hoe's development of the triangular former folder.

1882 The first multiweb press, the so-called "Double Supplement" press, was built by Hoe for the New York *Herald*.

1893 The first multicolor rotary press was made by Hoe in 1893; the first combination newspaper and color rotary press in 1895. in 1899 Hoe introduced devices for handling late news items, and that same year reversible cylinders for color printing were invented and patented by Hoe.

1902 The first double-octuple press was brought out by Hoe in 1902; the first combination double-octuple newspaper and color press, with reversible cylinders, in 1907.

1912 The first rotogravure "intaglio" rotary web press in the United States was built by Hoe in 1912; the first universal-unit color and black newspaper press in 1914.

1915 Hoe developed automatic ink pump mechanisms, which were embodied in the first of the low-type, unit-type rotary presses. These also were equipped with solid steel cylinders with roller bearings. *This design — for the first time — placed all printing units on the floor, assuring maximum ease of operation.*

1928 First antifriction-bearing printing presses were built by Hoe. That same year Hoe introduced the Vertical Type newspaper press unit.

1932 Oiltight housings were first incorporated in press construction by Hoe; and the Hoe Arched Type Super-Production Newspaper Press was brought out.

1947 Hoe installed in the pressroom of *The Christian Science Monitor* the first HOE COLOR-CONVERTIBLE NEWSPAPER PRESS, the forerunner of such presses now used by so many leading newspapers throughout the Americas.

1953 Hoe received from the Philadelphia *Bulletin* the largest single order ever placed for newspaper press equipment, consisting of 63 Color-Convertible units with 12 folders, ROP color printing facilities, etc. — which has since been increased to 72 units and 14 folders.

1954 Hoe introduced the Printmaster, a single-width, unit-type press for smaller daily and weekly newspapers.

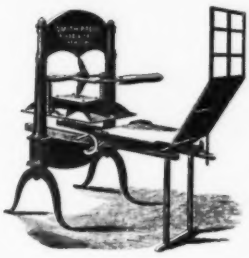
1955 Now in its 150th year of service to the newspaper industry, Hoe is utilizing its broad engineering experience and wide manufacturing facilities to provide every type of press equipment required for the modern newspaper — newspaper, multicolor and rotogravure presses, and plate-making machines.

R. HOE & CO., INC.

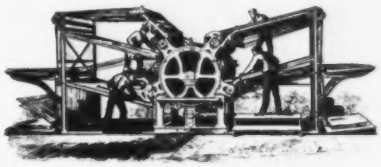
910 East 138th Street • New York 54, N. Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO
BIRMINGHAM • PORTLAND, ORE.

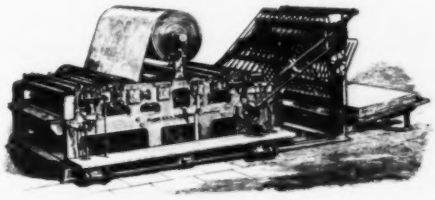
Press-building Leadership



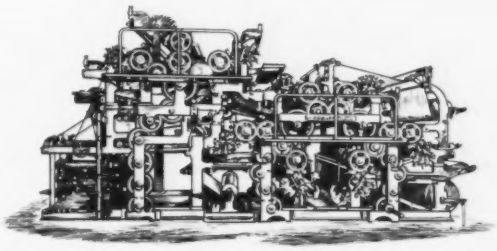
Peter Smith Hand Press, designed and built by Hoe in 1822 was the first in which the toggle-joint pressure principle was employed.



Four Cylinder Rotary Type-Revolving Press invented by Richard M. Hoe in 1845. "His invention of rotary press, which quadrupled the speed of printing, ushered in the era of modern publishing." LIFE, April 20, 1953.



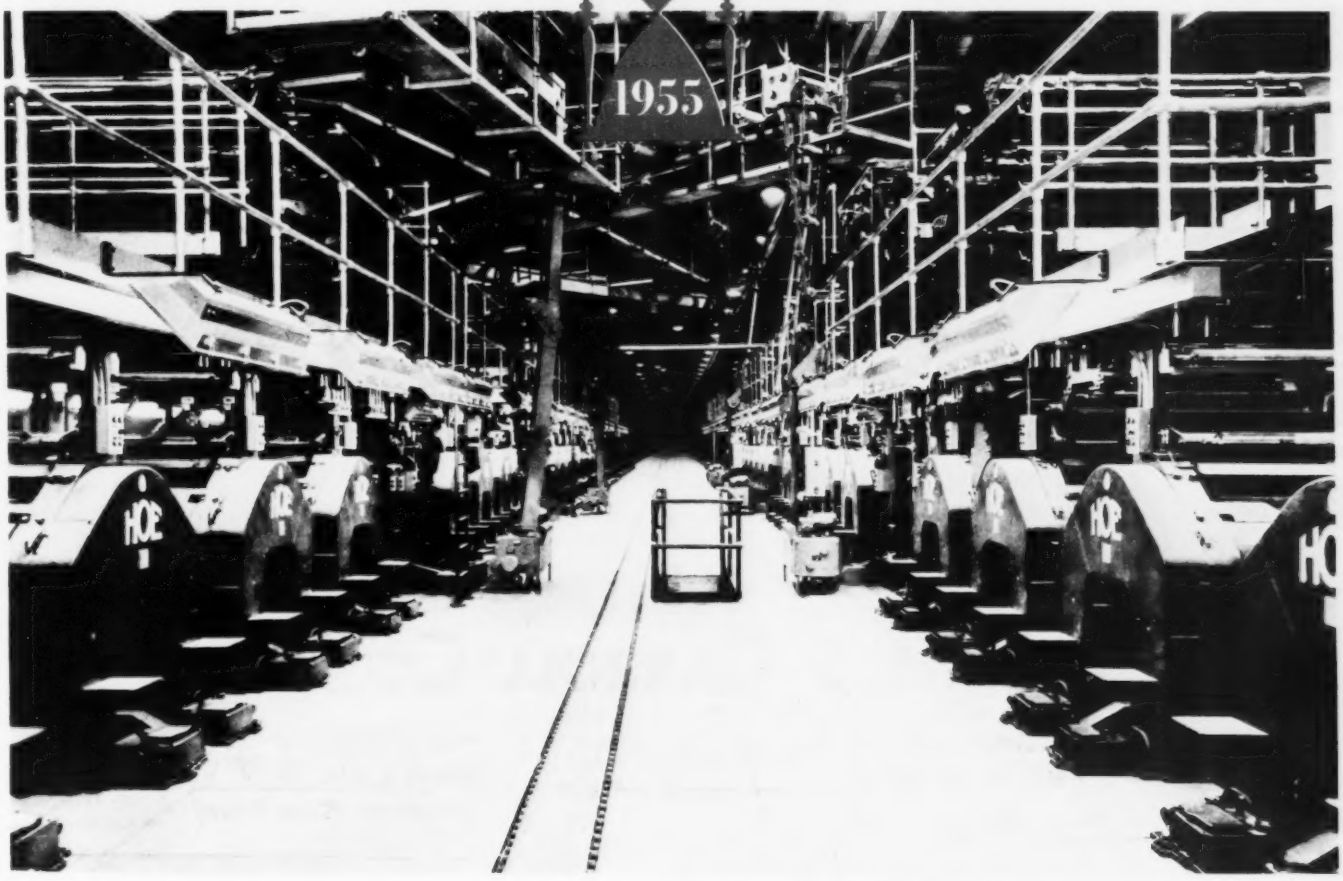
First Newspaper Rotary Web Perfecting Press, with rapid folding and gathering mechanism, shown by Hoe at the Centennial Exhibition, held in Philadelphia in 1876.



Sextuple Press, built in 1895 for the New York *Journal*, which printed both in black and colors, was the largest press ever built up to that time.

1805

1955



Installation of COLOR-CONVERTIBLE PRESSES in new pressroom of the Philadelphia *Bulletin*. This installation when completed will consist of two lines of 36 units and 7 folders each, the longest continuous lines of newspaper press equipment in the world.

TODAY'S R. O. P. COLOR

Progressive, color-minded newspapers are using our Color Book Standard R.O.P. process colors because they give extra strength and brilliance which are necessary for good color reproduction.

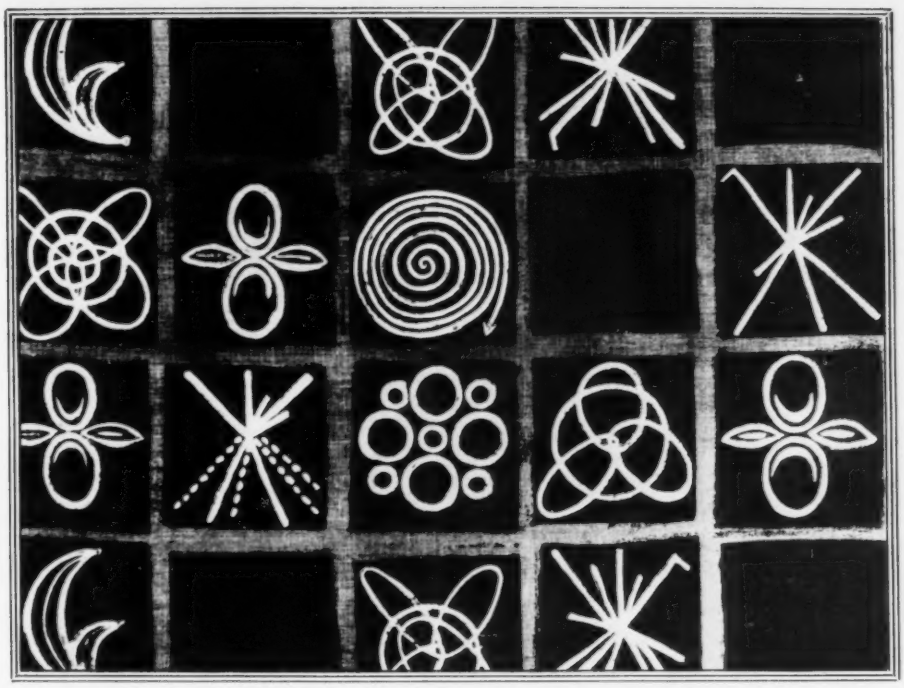
Our TONING COLORS enable newspapers to reproduce practically every color in the spectrum. Color matching time is reduced from days to minutes. This availability of good strong color means satisfied advertisers as well as ink savings for the publisher.

By having your engraver proof his original process color plates in the proofing press counterpart of our Color Book Standards you help to insure uniformity of pressroom reproduction.

SINCLAIR & CARROLL CO., INC.

440 W. SUPERIOR ST.
CHICAGO 10, ILLINOIS
Telephone SUperior 7-3481

591 ELEVENTH *AVE.*
NEW YORK 36, N. Y.
Telephone PLaza 7-2470



EXPLODING ATOMS TAPESTRY . . . Hand-printed drapery, designed by the Nobel prize winner, Prof. Theodor Svedberg, founder and head of the Gustav Werner Institute, Uppsala, Sweden. The design shows exploding atoms. The color scheme is cyclamen, orange, Chinese laquer red on a black field, relieved by grey.

Every one of your readers is interested in the

Strides of Science

In 1954 Science Service released over 2,000 stories of page one importance. Our editorial writers, each one a scientist, report the most important, vital advancements and discoveries in an easy, understandable style.

***Daily News Report* . . . routed to newspapers via wire, air or regular mail. Stories for immediate release and predated copy.**

***Weekly News and Feature Packet* . . . exclusive bylined story 800-1,000 words; practical column, New Machines and Gadgets, and article, Nature Ramblings. First two illustrated with mats or prints, latter with mat of line-drawing.**

Time-tested features.

YOUR HEALTH: Here's How! by Jane Stafford, well-known medical writer. This tri-weekly news column covers medicine, health and nutrition. May be filed for reference.

THE MONTHLY MAP OF THE STARS, by James Stokley, astronomical writer, is illustrated with two clear maps of the Heavens showing exact positions of stars and constellations. Delightful, instructive, descriptive copy.

SCIENCE SHORTS, forty-two sentences, digested from scientific articles. The lengths vary to fit editorial and composing room needs. May be run as fillers or as daily editorial copy. Mailed weekly.

Trial services samples, sent upon request.

★ ★ ★ ★ ★ ★

Another Science Service exclusive . . . the

SIXTH NATIONAL SCIENCE FAIR

CASE INSTITUTE OF TECHNOLOGY AND WESTERN RESERVE UNIVERSITY

CLEVELAND, OHIO, MAY 12-14, 1955

Again . . . growth in this wonderful editorial-educational activity. Backed by newspapers, colleges, universities and industry, the National Science Fair is exceeding the goals set for it originally. Now nation-wide, newspaper executives are assisting boys and girls reach their objectives in scientific achievement. Complete information, from the planning stage to conducting a local science fair, sent to newspaper men interested in their communities.

SCIENCE SERVICE

1719 N Street, N.W. Washington 6, D. C.

Nation's No. 1 Newspaper Press - - -

HEADLINER

Consistently fast, dependable, efficient production has earned the HEADLINER leadership in metropolitan newspaper plants. Fingertip Colortrol, Continuous Ink Feed, fully enclosed inking unit, widest range of color flexibility, Portable Color Fountains, sustained high speed operation, folded-edge forward delivery, enclosed oil-tight folding motion, "Y" type substructure for extreme rigidity . . . these are among features for which the HEADLINER is preferred. And Goss patented Tension Plate Lockup improves printing quality, assures exact register for color, adds to blanket life, reduces form roller wear and lengthens blanket life.

Proved by Performance - - -

UNIVERSAL

This two-plate wide, semi-cylindrical press offers big press features at moderate cost, being designed for economy both in initial investment and in maintenance. Maximum capacity is 64 pages standard format (128 tabloid pages) collect, and 48 pages (96 tabloid) straight run. The UNIVERSAL faithfully reproduces heavy solids, fine line work, halftones and all weights of type faces. Removable fountain pans allow the use of color on any printing couple. Extra color cylinders may be mounted over any unit. The UNIVERSAL can be arranged with all units and folders in line; with roll stands at the end or underneath the press; or units can be twinned to operate together or separately.

Unit design—maximum accessibility - - -

NEW UNITUBE

Engineered to enable the medium-size daily to dominate its trading area, the new Series 800 UNITUBE embodies the most advanced newspaper press design and gives extreme flexibility for full ROP color. Tubular operation — requiring only one stereotype plate per page and allowing the size of the newspaper to be increased in two-page multiples — contributes to low cost production. Goss Tension Plate Lockup assures exceptionally fine printing quality, long blanket life, quiet running and long roller wear. Controls are placed conveniently for floor-level operation. Maximum capacity is 48 pages, at a normal speed of 40,000 papers an hour.

HIGH NET PRODUCTION - - - - News

We invite comparison in pressrooms throughout the world, where GOSS equipment is used for dependable production at sustained high speeds.

• • •

High net production, fine printing quality, exact register, dependability, ease of operation, great reserve strength in every part, safe operation at high speeds . . . these are characteristics of every GOSS press.

GOSS rotary presses have been engineered to produce efficiently the finest quality of black and multi-color printing by the three principal processes — letterpress, gravure and offset — for newspapers of all sizes, magazines and commercial production. GOSS presses are the result of many years' experience in the manufacture of the world's finest newspaper, magazine and rotogravure equipment.

GOSS construction incorporates scientific engineering and precision manufacturing in our modern plant equipped with the latest types of machine tools.

Use of proper metals, accurate balancing of rotating mechanisms, and extreme care in fitting and aligning parts during assembly assure unexcelled performance, long life, trouble-free operation and the minimum of maintenance costs.

• • •

Full line of Stereotype equipment for semi-cylindrical, tubular and flatbed printing.

THE GOSS PRINTING PRESS CO.

5601 West 31st Street — Chicago 50, Illinois

220 East 42nd Street, New York 17, New York

55 New Montgomery Street, San Francisco 5, California

WORLD'S LARGEST MANUFACTURER OF NEWSPAPER, MAGAZINE AND ROTOGRAVURE PRESSES

Subsidiaries: Goss Printing Press International, S. A.; Goss Printing Press Company Americas; Goss Printing Press Company, Ltd., London & Preston, England

Fine gravure printing at sustained high speeds - - -

GOSS SPEEDRY

This heavy construction rotogravure press, with rigid, pneumatic doctor control, assures rich reproduction pleasing to the most discriminating judge of fine printing. Goss' fully-enclosed inking system allows the use of highly volatile inks, which dry at lower temperatures, permit higher operating speeds, conserve solvents and increase safety. Goss' hypoid drive, automatic lubrication, anti-friction bearings, dynamic balancing and accessibility contribute further to efficiency and good printing quality. GOSS SPEEDRY ROTOGRAVURE PRESSES can be equipped with any one of three types of high production folders: the Headliner folder, the 3-to-2 newspaper folder or a variety of magazine folders — all with or without stitchers.

Designed for limited floor areas - - -

DEK-A-TUBE

Compactness and tubular economies make the DEK-A-TUBE a popular newspaper production press. Tubular operation requires only one stereotype plate per page and allows the size of editions to be increased in multiples of two pages. The DEK-A-TUBE can be erected with two, three or four decks, and can be arranged in tandem or twinned. Decks may be added as needed, increasing press capacity without additional floor space. Capacity ranges from 4 to 48 pages. Goss Continuous Ink Feed provides a uniform flow of ink, from inching to full speed. Removable fountain pans facilitate color changes and save ink. Any printing couple may be used for color. Normal running speed is 30,000 copies an hour.

Simple, Sure, Automatic - - -

REEL-TENSION-PASTER

Constant tension under all variations in operating conditions assures full control of the web and good register. The extreme sensitivity of the governor roller — which has a total arc of only 1/10 inch in either direction — provides instantaneous response to the slightest fluctuation in the web, allowing badly out-of-round rolls to be run and reducing web breaks by as much as 75%. There are only three buttons to press: (1) Position, to index the new roll after it has been prepared; (2) Pre-Drive, to bring the new roll up to press speed; (3) Paste. Electronic devices have eliminated all guesswork.

For publication, commercial printing

GOSS-F. &. J. OFFSET

This heavy duty, high production rotary offset press is designed for precise color printing with utmost economy. Normal operating speed is 1,000 to 1,200 feet of paper per minute. The GOSS-F. & J. OFFSET PRESS is offered in multiple designs of varying page capacity for printing black, two colors or four colors on both sides of the web. The GOSS-F. & J. OFFSET PRESS can be equipped with a sheeting device or three types of folders — for tabloid, double parallel or closed-head signatures.

paper, Magazine, Gravure, Rotary Offset

Precision register — high speed — stamina - - -

MAGAZINE PRESSES

Goss design and dependability increase net output and reduce unit production costs. Goss manufactures the *world's fastest multi-color magazine presses,* which operate steadily at speeds from 1,000 to 1,500 feet of paper per minute with automatic electronic color register control. Page capacity ranges from 32 to 196 pages. GOSS MAGAZINE PRESSES are available for all production requirements, from single color to double two-color, double three-color, double five-color and double six-color.

For comic sections and magazine supplements - - -

MULTI-COLOR PRESS

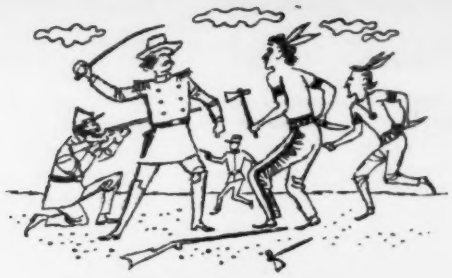
Printing four colors on both sides of the web at a sustained speed of 20,000 cylinder revolutions an hour, this four-plate wide press gives high production. The compact GOSS MULTI-COLOR PRESS is designed as a unit type or a deck type press for reduced floor and height requirements. Super-imposed printing couples, movable ink carriages, reversibility of every printing couple, and Continuous Ink Feed (assuring an even flow of ink at all speeds) are among advantages that make this press the first choice of a growing number of newspapers and printers.

For the progressive weekly and the small daily - - -

COX-O-TYPE

A single-acting flatbed web press, the COX-O-TYPE prints direct from type, producing standard format newspapers of 4, 6 or 8 pages, tabloids up to 16 pages, 32-page magazine signatures and 2-page handbills. Presses may be twinned to double page capacity, or may be equipped with two folders to print two different products at the same time. The new Goss Color Attachment allows a second color to be run on two pages without sacrificing page capacity. The COX-O-TYPE offers maximum production efficiency for the smaller newspapers, while stimulating increases in advertising linage and increasing profits.

The news of Custer's Last Stand was printed in Morrill Inks



MORRILL

NEWSPAPER COLORS

for

R-O-P

Color Printing

PROCESS COLORS

BASE INK COLORS

BLENDED COLORS

AND TODAY

after 100 years of leadership... Morrill Inks are still famous for keeping up with the times.

A Division of Sun *Chemical Corporation*

Geo. H. Morrill Company

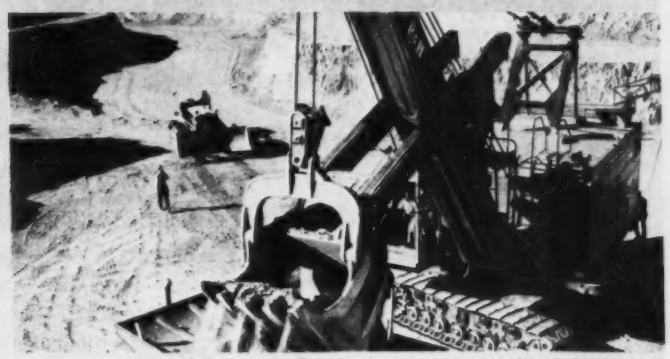
10th Street and 44th Avenue, Long Island City 1, N. Y.

DIVISIONS OF SUN CHEMICAL CORPORATION

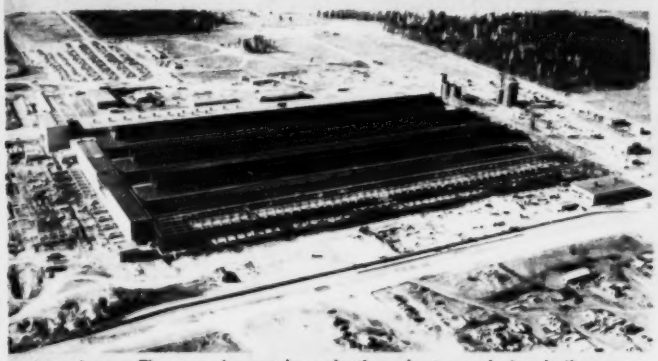
HORN • **HUDSON** • **WILLEY** *(paints, maintenance and construction materials, industrial coatings)* • **WARWICK** *(textile and industrial chemicals, waxes)* • **RUTHERFORD** *(lithographic equipment)* • **SUN SUPPLY** *(lithographic supplies)* • **GENERAL PRINTING INK** *(Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks)* • **MORRILL** *(news inks)* • and **ELECTRO-TECHNICAL PRODUCTS** *(coatings and plastics)*

Significant Anaconda contributions to U. S. progress in metals — 1953-1954

Chile. At Chuquicamata, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.



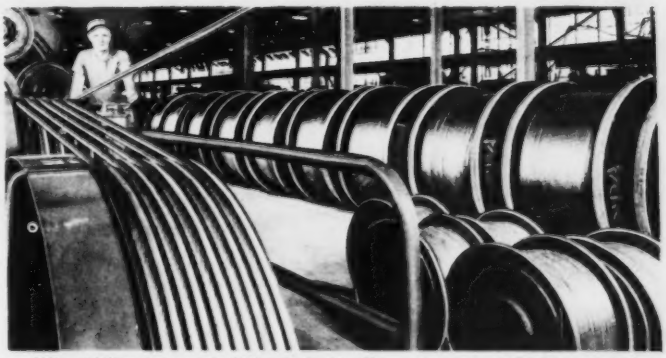
Copper. Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.



Aluminum. The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.

Uranium. Working with the U. S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.

Brass Mills. New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.



Wire Mills. Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

a new era of copper supply

Today an important fact faces all of us: you can't replace copper with any other metal without losing something. For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods.

As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

54294-A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

For FEATURES with FUTURES

Put the syndicate FIRST (and your features will last)

LAST YEAR dozens of features were dropped by syndicates and disappeared from hundreds of newspapers. These newspapers —maybe your newspaper—had served as a testing ground. When a feature folded, the newspaper lost money, white space and readership—on a failure.

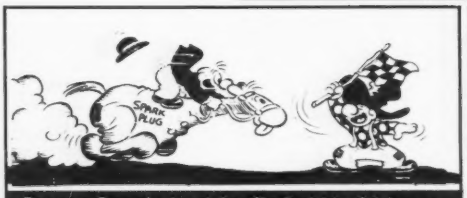
With production costs still climbing, editor's can't risk using their space as laboratories. That's why we suggest you choose the syndicate first to get features that last.

Today, over 2,000 editors choose King Features because they know the value of (1) *proved* appeal; (2) a choice that exceeds 300 of the greatest names in comics and columns; (3) the rewards of dealing with a syndicate that became the leader through its reputation for picking and developing winners. To name a few, look at these old-timers that are still favorites:

183 years of *continuing* entertainment

Katzenjammer Kids—55 years

Bringing Up Father—42 years



Barney Google (and Snuffy Smith)—36 years

They'll Do It Every Time—25 years

Blondie—25 years

What about now?

THE KING tradition of devoting all its talent resources to planning, plotting and testing a feature *before* release is, like decades ago, producing new successes every year. Strips such as . . .

Rip Kirby . . .

Steve Canyon . . .

Beetle Bailey . . .

Hi and Lois . . .

The Heart of Juliet Jones

. . . and dozens of others have achieved *permanent success.*

When the idea for THE HEART OF JULIET JONES was accepted, King editors and artists spent one year of day-to-day planning and polishing the format *before* the strip was released. The result? In less than two years JULIET JONES became a leading strip in over 300 newspapers.

In 1955 there is no reason for competing media to attract and divert newspaper readership so long as editors recognize that permanent *feature appeal* means permanent *reader appeal.*

This is why feature-smart editors say:

Put your syndicate FIRST

and your features will last

Choose

KING FEATURES SYNDICATE

The Newspaper's Greatest Asset

F. J. NICHT, general sales manager ***235 East 45th Street, New York 17, N. Y.***

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EDITOR & PUBLISHER • The Oldest Publishers' and Advertisers' Newspapers in America • February 28, 1955

ISSUED EVERY SATURDAY FOUNDED IN 1884

Circulation Over 55 Million in '54

TOTAL daily newspaper circulations went over 55,000,000 during 1954 for the first time in history and registered the largest annual increase—over 600,000—since 1950.

Sizeable circulation gains in all fields—morning, evening and Sunday—provide the daily newspaper's answer to television, radio and magazine competitors. These increases were achieved in spite of a net loss of 20 morning or evening newspapers during the year.

The number of daily newspapers was 1,765 as of January 1, 1955. The average net paid circulation of these morning and evening newspapers was 55,072,480, a gain of 600,194, or 1.1%, over the same period of the previous year.

Total newsprint consumption by U. S. newspapers was at a new record high during the year because of this increased circulation and in spite of a loss of 1.1% in total newspaper advertising. U.S. newsprint consumption was at a new high estimated to be 6,162,761 tons during '54, an increase of .3% over 1953 and up 2.9% over 1952.

The number of daily newspapers is based on the tabulation of every daily and Sunday newspaper in this 35th edition of the EDITOR & PUBLISHER YEAR BOOK NUMBER. Advertising figures are taken from the Media Records 52-city report. Circulation figures are based on Audit Bureau of Circulation reports or Publishers' Statements of Sept. 30, 1954, compiled in this edition. The "Ready Reckoner" (next page) gives a state-by-state breakdown of circulation, number of dailies, and minimum advertising rates for morning, evening and Sunday newspapers in the U.S. and Canada.

Decline in Dailies

The 1,765 daily newspapers were distributed as follows: 317 in the morning field, a loss of 10 from the previous year; and 1,448 in the evening field, a drop of 10 from the figure of a year ago. In addition there were 544 Sunday newspapers, the same as the previous year.

This is the largest annual decrease in the number of daily newspapers since 1943 when there was a loss of 33 from the 1942 figure because of wartime conditions. It places the number of newspapers at two more than it was in 1946.

The total circulation increase continues an upward trend that has been consistent since 1938 except for the years when there was wartime rationing of newsprint and except for the year 1952 when there was slight decline from the previous year.

Total circulation for the 317 morning newspapers at the end of 1954 was 21,705,436, a gain of 292,962 or 1.36% over 1953. A 1.2% increase was achieved in this field in 1953 over '52.

For 1,448 evening newspapers, total circulation at the end of '54 was 33,367,044, an increase of 307,232 per day, or .93%. In 1953 an increase of .82% was recorded over 1952.

Morning newspapers have had intermittent gains and losses in the years since World War II. Evening newspapers have had annual increases in circulation with the exception of 1952.

For 544 Sunday newspapers, total circulation at the end of 1954 was 46,176,450, an increase of 227,896 or .49%. This reverses the series of annual losses since 1950 and puts Sunday circulations close to where they were in 1952.

Canadian Increases

In Canada, there were 94 daily newspapers at the end of 1954, a gain of two over the previous year. The number of morning newspapers was the same, 15, and evening newspapers increased by two to 79. There were 7 weekend or Sunday newspapers, a loss of one from the previous year.

Canadian daily circulation, morning and evening, was at 3,778,522, a gain of 149,876 or 4.12%. Circulation of 15 morning newspapers was 703,275, a gain of 23,093 or 3.37%. Circulation of 79 evening newspapers was 3,075,247, an increase of 126,783 or 4.29%. Circulation of 7 weekend or Sunday papers was 1,909,285, a drop of 201,593 or 9.54%.

In the U.S., the loss of 20 daily newspapers to a total of 1,765 is a net figure, the result of new papers started and some suspended in 27 different states. In the morning field, the loss of 10 papers marked a renewal of the decline in number that has continued with only a few exceptions since this YEAR BOOK was started in 1919. In the evening field, this is the second decrease in a row reversing an upward trend that started in 1944. With the exception of 1952, the total number of Sunday newspapers (same as a year ago) is the highest since 1926.

Activity in the number of newspapers starting and stopping was greater than it has been in any recent year. During 1952 there were 24 states where old papers disappeared or new ones started. In 1953 there were 19 states with such activity. In 1954 there were 27 states affected. There were 20 states showing a change in the total number of dailies. In a few instances, this was attributable to a newspaper switching from the morning to the evening cycle of publication.

Detailed Changes

Increases in the number of morning newspapers were noted in two states: Massachusetts and Missouri. Decreases were noted in 11 states and the District of Columbia: Arkansas, Colorado, Indiana, Kansas, Louisiana, Montana, Nevada, New York, North Carolina, Ohio, and Texas.

Increases in the number of evening newspapers occurred in 9 states: Alabama, Illinois, Indiana, Montana, Nevada, New Mexico, Pennsylvania, South Carolina and Texas. Decreases were noted in 15 states: Arkansas, California, Connecticut, Florida, Georgia, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Minnesota, Missouri, North Carolina, Ohio and West Virginia.

Similar activity occurred in the Sunday field. There were 22 states in which the number of Sunday papers changed up or down. Those showing increases were: California, Delaware, Idaho, Illinois, Indiana, Iowa, Mississippi, Missouri, Nevada, New Mexico and Wisconsin. Decreases appeared in the same number of states including the District of Columbia: Arkansas, Colorado, Kansas, Louisiana, Maine, New York, Ohio, Oklahoma, Pennsylvania and Texas.

In volume of circulation all states except 7 and the District of Columbia showed increases for total daily figures. The exceptions were: Arkansas, California, D.C., Louisiana, Missouri, New Hampshire, West Virginia and Wyoming. There were 14 states that showed declines in either morning or evening circulation or both and all but two of these were due to a net loss in number of papers in either field.

Circulation losses in the morning field were sustained in 11 states: Arkansas, California, Colorado, Kansas, Louisiana, Missouri, Montana, Nevada, Pennsylvania, South Dakota and Wyoming. Circulation losses were sustained in the evening field in 12 states: Arkansas, California, D.C., Iowa, Kentucky, Minnesota, Missouri, New Hampshire, North Carolina, Washington, West Virginia, and Wyoming.

Little Change in Ad Rate

In spite of the comparatively large increase in total circulation, there was very little change in the advertising line rate, or the milline rate (the cost to the advertisers), in either the morning, evening or Sunday fields.

An increase of almost 300,000 circulation daily for morning newspapers brought absolutely no change in the milline rate. The rate for buying one line of space in all 317 morning newspapers increased from $89.79 to $90.66 for which an advertiser received 30,066,362 circulation (21,705,436 a.m. plus 8,360,926 p.m. through combinations). The milline rate stated the same at $3.01.

The cost of buying one line of space in 1,448 evening newspapers with total circulation of 42,057,968 (33,367,044 a.m. plus 8,690,924 p.m. through combinations) was $182.629 in 1954. This increased from $179.114 the previous year. The milline rate increased from $4.29 to $4.34.

The cost of buying one line of space in 544 Sunday papers with total circulation of 50,746,742 (46,176,450 Sunday plus 4,570,292 daily added through combinations) was $140.556, an increase from the $139.811 a year ago. The milline rate increased only 1 cent from $2.75 to $2.76.

Total advertising linage in daily newspapers was at its second highest volume in history during 1954. It was off only 1.1% from the record high of 1953, according to Media Records figures for 52 cities. The loss, however, was attributable to only two classifications—general and classified. The other five classifications made gains and three of them set new record highs in volume.

Ad Linage Gains

Retail advertising established another record with a 1.5% gain. Department store advertising set a new record with a 1.6% increase. General, after showing gains in 1953, was off 2.6% in 1954. Automotive came back fast at the end of the year, established a 2.1% gain over the previous year, and almost set a new record by being second only to 1929 in volume.

Financial had an 8.8% gain and crept close to the 1931 volume. Total display showed an increase of .9% reaching another new high. Classified fell off 7.1% marking the first decline since the war, with the exception of 1949, and making it the third largest year in volume to 1953 and 1952.

Because of the large circulation increase, and in spite of the slight linage decline, newsprint consumption in the U. S. during 1954 was the greatest in history. For the second year consumption was over six million tons, estimated at 6,162,761 tons, an increase of .3% over the previous record in 1953 of 6,142,896 tons.

Newsprint production in North America also set a new high. U.S. production was up 9.2% to 1,184,101 tons, the highest volume since 1930. Canadian production amounted to 5,984,207 tons, an increase of 4.6% from the previous record in 1953.

The figures show that U.S. newspapers had the best year in their history from a circulation standpoint, and the second best in history from an advertising standpoint. The forecast for 1955 is that both advertising and circulation will go on to new record heights in spite of intensified competition from other media.

EDITOR & PUBLISHER would like to thank the hundreds of people who have cooperated to make this 1955 International Year Book possible. We are indebted to correspondents all over the world who have supplied us with listings of daily newspapers in various countries. Particularly are we indebted to the executives of American newspapers who supplied us with information about personnel, rates and other data. Without their help it would have been impossible to assemble the names and information contained herewith in this new edition of the only comprehensive directory of the newspaper business ever published.

EXPLANATION

USERS of this 35th annual International Year Book will find all the valuable and time-proven features refined and brought up to date. Every listing has been checked for accuracy. Subscribers are cautioned, however, that any annual directory is per force obsolete in some respect by the time it is published. It must be remembered that changes in the names of executive personnel which took place after this volume started to the printer in mid-January could not be inserted. A book like this for the fast-moving and changing newspaper business would never appear if all name changes were made up to publication date.

Some improvements in the Year Book are worth noting:

The Special Section for Buyers of Newspaper Space (Special Data Section) has been enlarged considerably with the addition of many more newspapers. This department was added last year after consultation with the Media Buyers Association of New York and includes information for each paper on r.o.p. color facilities, split-run availability, types of advertising not acceptable, special editions, days when not published, food and household pages, radio and TV affiliations, and names of departmental editors or managers.

At the request of numerous subscribers the basic listing of advertising agencies has been restored. It was dropped from the 1954 issue but so many users emphasized the usefulness of such a list that E & P responded to their wishes.

The check list of merchandising services offered by daily newspapers, which N. W. Ayer & Son prepared for the 1953 issue and enlarged for the 1954 edition, has been dropped from this edition because there would be little if any change and N. W. Ayer did not wish to attempt to revise the list this year.

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—United States

317 Morning, 1,448 Evening and 544 Sunday Newspapers.

STATE	Total Population 1950 Census	Number of English Language Daily Newspapers (U. S. A.): Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	Net Paid Circulation September 30, 1954: Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	Net Paid Circulation September 30, 1954: Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	Net Paid Sunday Circulation September 30, 1954: Number of Sunday Newspapers	Total Sunday Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Advertisers	Total Line Rate
Alabama	3,061,743	3	16	19	175,890	258,819	434,709	$ 1.25	407,762	175,890	583,652	$ 2.383	583,652	$ 2.383	13	506,983	.....	506,983	$ 2.12
Arizona	749,587	4	9	13	112,443	86,682	199,125	.79	113,041	109,815	222,856	1.115	225,484	1.175	4	153,225	28,054	181,279	.82
Arkansas	1,909,511	5	28	33	138,309	31,090	169,399	.77	208,441	44,276	252,717	1.87	346,750	2.14	8	286,314	.....	286,314	1.16
California	10,586,223	21	100	121	1,493,279	314,883	1,808,162	6.685	2,444,925	230,520	2,675,445	14.215	3,938,204	18.665	24	3,172,790	204,154	3,376,944	9.705
Colorado	1,325,089	3	22	25	177,176	19,522	197,298	.61	376,740	17,297	394,037	2.00	554,516	2.45	9	601,742	.....	601,742	1.825
Connecticut	2,007,280	6	19	25	182,157	124,436	306,593	1.07	516,459	50,472	566,931	2.41	698,616	2.89	6	442,154	39,951	482,105	1.38
Delaware	318,085	1	2	3	26,528	67,686	94,214	.33	73,575	26,528	100,103	.41	100,103	.41	0	.....	.....	.....	.....
District of Columbia	802,178	1	2	3	380,607	.....	380,607	.88	399,197	.....	399,197	1.16	779,804	2.04	2	666,626	380,607	1,047,233	2.37
Florida	2,771,305	11	29	40	667,143	98,927	766,070	2.82	472,192	134,421	606,613	3.79	1,139,335	5.40	27	1,008,252	29,126	1,037,378	4.665
Georgia	3,444,578	5	25	30	339,354	344,936	684,290	2.02	483,985	339,354	823,339	3.34	823,339	3.34	10	750,875	24,105	774,980	2.47
Idaho	588,637	4	11	15	60,953	31,554	92,507	.55	71,843	45,992	117,835	.975	132,796	1.085	5	95,733	.....	95,733	.62
Illinois	8,712,176	9	79	88	1,435,040	438,488	1,873,528	4.79	2,346,122	450,150	2,796,272	10.199	3,781,162	12.589	18	3,292,748	33,063	3,325,811	7.52
Indiana	3,934,224	11	76	87	423,832	381,358	805,190	2.82	1,122,720	413,280	1,536,000	7.845	1,546,552	8.075	18	928,858	58,708	987,566	3.605
Iowa	2,621,073	4	40	44	303,681	191,905	495,586	1.48	623,008	300,701	923,709	4.575	926,689	4.635	8	798,134	254,270	1,052,404	3.10
Kansas	1,905,299	4	50	54	188,487	123,936	312,423	1.07	500,831	188,487	689,318	4.195	689,318	4.195	14	478,217	180,539	658,756	2.60
Kentucky	2,944,806	7	24	31	287,374	207,662	495,036	1.405	397,498	249,411	646,909	2.63	684,872	2.62	13	497,319	207,121	704,440	2.395
Louisiana	2,683,516	4	15	19	297,618	197,206	494,824	1.43	397,518	297,618	695,136	2.59	695,136	2.59	9	604,931	312,085	917,016	2.645
Maine	913,774	5	5	10	179,371	46,530	225,901	.92	70,965	78,964	149,929	.70	250,336	1.17	2	167,947	.....	167,947	.58
Maryland	2,343,001	4	8	12	216,105	253,692	469,797	1.30	514,247	216,105	730,352	2.20	730,352	2.20	3	659,985	.....	659,985	1.81
Massachusetts	4,690,514	8	44	52	1,079,553	761,925	1,841,478	4.44	1,492,691	788,417	2,281,108	7.995	2,572,244	8.845	10	1,713,157	634,461	2,347,618	5.415
Michigan	6,371,766	2	52	54	505,409	.....	505,409	1.18	1,787,530	.....	1,787,530	7.150	2,292,939	8.330	12	2,009,563	49,148	2,058,711	4.970
Minnesota	2,982,483	4	25	29	346,675	432,371	779,046	1.975	635,321	341,700	977,021	3.665	981,996	3.720	5	880,365	489,096	1,369,461	3.195
Mississippi	2,178,914	5	15	20	72,209	50,313	122,522	.605	173,331	50,437	223,768	1.425	245,540	1.61	10	164,827	8,989	173,816	.955
Missouri	3,954,653	9	49	58	734,313	458,520	1,192,833	2.96	1,036,049	439,881	1,475,930	4.962	1,770,362	6.043	13	1,364,207	12,601	1,376,808	3.451
Montana	591,024	4	14	18	87,806	31,287	119,093	.66	71,983	87,806	159,789	1.31	159,789	1.31	10	143,872	28,012	171,884	1.17
Nebraska	1,325,510	3	17	20	170,680	163,825	334,505	.93	285,721	156,993	442,714	1.93	456,401	2.02	5	339,682	.....	339,682	1.055
Nevada	160,083	1	7	8	11,747	16,662	28,409	.20	56,351	11,747	68,098	.635	68,098	.635	3	49,979	16,662	66,641	.435
New Hampshire	533,242	1	9	10	22,353	22,353	44,706	.22	87,110	22,353	109,463	.845	109,463	.845	1	34,617	.....	34,617	.15
New Jersey	4,835,329	6	20	26	356,078	.....	356,078	1.23	904,085	.....	904,085	3.69	1,260,163	4.92	8	749,548	.....	749,548	1.95
New Mexico	681,187	1	16	17	35,582	24,513	60,095	.27	106,303	35,582	141,885	1.23	141,885	1.41	11	109,099	.....	109,099	.92
New York	14,830,192	22	71	93	4,701,531	338,527	5,040,058	11.43	3,706,136	239,781	3,945,917	14.86	8,407,667	24.74	19	9,577,324	143,883	9,721,207	17.545
North Carolina	4,061,929	12	36	48	488,464	124,655	613,119	2.165	474,857	215,281	690,138	3.657	963,321	4.592	16	631,864	195,331	827,195	2.755
North Dakota	619,636	3	9	12	56,353	33,921	90,274	.495	93,183	51,169	144,352	.92	149,536	.985	2	83,247	33,921	117,168	.57
Ohio	7,946,627	8	89	97	773,975	376,302	1,150,277	2.86	2,536,102	177,767	2,713,869	10.37	3,310,077	11.72	18	2,092,163	37,479	2,129,642	5.17
Oklahoma	2,233,351	8	44	52	292,492	211,503	503,995	1.83	406,107	274,150	680,257	3.88	698,599	4.06	40	659,270	153,227	812,497	4.08
Oregon	1,521,341	4	18	22	265,166	17,439	282,605	.925	352,238	17,749	369,987	2.015	617,404	2.74	7	585,454	17,439	602,893	1.81
Pennsylvania	10,498,012	28	102	130	1,380,773	366,155	1,746,928	5.67	2,750,219	303,008	3,053,227	12.697	4,130,992	15.717	14	3,281,320	63,450	3,344,770	6.71
Rhode Island	791,896	1	6	7	48,629	145,400	194,029	.48	236,528	48,629	285,157	.99	285,157	.99	2	186,652	.....	186,652	.53
South Carolina	2,117,027	8	10	18	298,360	102,222	400,582	1.63	137,547	273,374	410,921	1.63	435,907	1.90	7	322,482	91,606	414,088	1.58
South Dakota	652,740	1	11	12	2,767	.....	2,767	.045	154,480	.....	154,480	1.065	157,247	1.11	6	109,907	24,482	134,389	.75
Tennessee	3,291,718	8	22	30	477,736	311,994	789,730	2.34	512,724	389,698	902,422	3.38	990,460	3.69	12	808,590	59,825	868,415	2.79
Texas	7,711,194	23	89	112	1,076,191	479,859	1,556,050	5.60	1,553,504	618,465	2,171,969	10.396	2,629,695	12.016	76	2,282,959	240,184	2,523,143	10.705
Utah	688,862	1	4	5	92,432	86,432	178,864	.53	132,269	92,432	224,701	.88	224,701	.88	4	220,671	.....	220,671	.88
Vermont	377,747	2	8	10	49,348	.....	49,348	.29	44,086	.....	44,086	.53	93,434	.82	1	12,842	.....	12,842	.11
Virginia	3,318,680	10	23	33	362,937	272,402	635,339	2.305	404,594	342,024	746,618	3.24	767,531	3.405	13	545,697	342,478	888,175	2.93
Washington	2,378,963	6	19	25	315,504	105,362	420,866	1.59	575,854	109,522	685,376	2.905	891,358	3.655	10	822,899	155,137	978,036	2.885
West Virginia	2,005,552	9	21	30	241,927	129,139	371,066	1.70	262,647	158,560	421,207	2.325	504,574	2.585	9	400,179	.....	400,179	1.71
Wisconsin	3,434,575	3	36	39	239,817	52,454	292,271	.91	823,207	55,662	878,869	4.04	1,063,024	4.52	6	849,860	10,493	860,353	2.04
Wyoming	290,529	6	4	10	32,682	26,079	58,761	.575	33,218	19,456	52,674	.465	65,900	.655	3	31,321	10,605	41,926	.37
Totals for U. S.	150,697,361	317	1,448	1,765	21,705,436	8,360,926	30,066,362	$90.66	33,367,044	8,690,924	42,057,968	$182.629	55,072,480	$219.625	544	46,176,450	4,570,292	50,746,742	$140.556

Number of newspapers and total advertising rates have been adjusted to allow for duplication of Texarkana, Ark.-Tex., and Bristol, Tenn.-Va., in individual state tabulations, and the savings made possible through group contracts in Illinois, Kansas, New Mexico, New York, Pennsylvania and Texas.

Alaska	128,643	...	7	7	.....	.....	.....	.....	44,295	.....	44,295	.56	44,295	.56	...	.....	.....	.....	.....
Hawaiian Islands	499,794	1	4	5	46,663	.....	46,663	.24	117,630	.....	117,630	.670	164,293	.910	2	73,011	.....	73,011	.35
Cities by Population Groups — United States Totals Divided On Basis Of Corporate City Limits 1950 Population Census Of Daily Newspaper Cities.																			
More than 1,000,000	17,404,450	16	19	35	7,201,722	278,493	7,480,215	$15.86	5,742,463	278,492	6,020,955	$ 15.49	12,944,185	$ 30.15	18	16,050,663	.....	16,050,663	$ 27.52
500,001—1,000,000	9,186,945	20	24	44	3,917,572	1,119,750	5,037,322	12.99	4,856,493	1,219,786	6,076,279	15.64	8,774,065	23.50	24	8,382,793	1,576,633	9,959,426	21.68
100,001— 500,000	19,368,099	77	105	182	6,620,849	4,561,539	11,182,388	30.98	9,250,740	4,330,327	13,581,067	39.505	15,871,589	46.895	102	13,807,502	2,345,607	16,153,109	43.11
50,001— 100,000	8,197,107	62	119	181	2,279,126	1,451,349	3,730,475	14.57	3,540,211	1,786,893	5,327,104	22.93	5,819,337	25.07	80	3,912,756	220,279	4,133,035	17.155
25,001— 50,000	7,691,101	58	228	286	972,527	700,021	1,672,548	9.04	3,859,421	783,780	4,643,201	27.46	4,831,948	28.631	103	2,306,941	372,647	2,679,588	14.931
Less than 25,000	11,012,612	86	955	1,041	713,640	249,774	963,414	7.59	6,117,716	291,646	6,409,362	62.659	6,831,356	66.474	219	1,715,795	55,126	1,770,921	16.58

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READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—Canada

15 Morning, 79 Evening and 7 Saturday-Sunday Newspapers.

PROVINCE	Total Population 1951 Census	NUMBER OF DAILY NEWSPAPERS (CANADA) Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	NET PAID CIRCULATION SEPTEMBER 30, 1954 Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	NET PAID SATURDAY-SUNDAY CIRCULATION SEPTEMBER 30, 1954 Number of Sunday Newspapers	Total Week-end Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Advertisers	Total Line Rate
Alberta	939,501	1	4	5	28,477	...	28,477	$ .13	168,814	...	168,814	$ .58	197,291	$ .71	...	...	...	...	...
British Columbia	1,165,210	3	7	10	68,610	20,913	89,523	.51	372,318	28,020	400,338	1.52	440,928	1.74	1	32,124	20,913	53,037	$ .30
Manitoba	776,541	...	4	4	...	...	...	...	193,829	...	193,829	.58	193,829	.58	...	...	...	...	...
New Brunswick	515,697	2	4	6	34,150	31,546	65,696	.27	48,810	34,150	82,960	.42	82,960	.42	...	...	...	...	...
Newfoundland	361,416	1	2	3	8,762	...	8,762	.065	18,895	...	18,895	.13	27,657	.195	1	20,504	...	20,504	.10
Nova Scotia	642,584	1	5	6	65,129	42,490	107,619	.32	83,766	65,129	148,895	.60	148,895	.60	...	...	...	...	...
Ontario	4,597,542	2	36	38	298,491	37,074	335,565	.94	1,378,626	54,100	1,432,726	5.06	1,677,117	5.71	1	888,114	...	888,114	4.50
Prince Edward Island	98,429	1	1	2	13,674	...	13,674	.09	5,146	...	5,146	.05	18,820	.14	...	...	...	...	...
Quebec	4,055,681	4	12	16	185,982	110,780	296,762	.82	708,304	11,096	719,400	2.24	894,286	2.73	4	968,543	28,405	996,948	1.81
Saskatchewan	831,728	...	4	4	...	...	...	...	96,739	...	96,739	.44	96,739	.44	...	...	...	...	...
Totals for Canada	14,009,429	15	79	94	703,275	242,803	946,078	$ 3.145	3,075,247	192,495	3,267,742	$ 11.62	3,778,522	$ 13.265	7	1,909,285	49,318	1,958,603	$ 6.71
Cities In Population Groups—Canadian Totals Divided On Basis Of Corporate City Limits 1951 Population Census Of Daily Newspaper Cities.																			
More than 1,000,000	1,021,520	3	4	7	174,886	...	174,886	$ .49	445,456	...	445,456	$ 1.13	620,342	$ 1.62	4	968,543	28,405	996,948	$ 1.81
500,001—1,000,000	675,754	1	2	3	244,391	...	244,391	.65	670,072	...	670,072	1.35	914,463	2.00	1	888,114	...	888,114	4.50
100,001— 500,000	1,563,665	3	14	17	71,123	110,780	181,903	.61	1,150,433	11,096	1,161,529	3.48	1,221,556	3.76	...	...	...	...	...
50,001— 100,000	511,045	5	9	14	180,391	120,453	300,844	1.135	250,110	171,629	421,739	1.63	430,501	1.695	2	52,628	20,913	73,541	.40
25,001— 50,000	604,281	1	18	19	9,770	11,570	21,340	.10	307,129	9,770	316,899	1.80	316,899	1.80	...	...	...	...	...
Less than 25,000	519,252	2	32	34	22,714	...	22,714	.16	252,047	...	252,047	2.23	274,761	2.39	...	...	...	...	...

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BASIC DATA FOR SPACE BUYERS

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Relation of 1954 Milline Rate to Milline Rate for each of Preceding 9 Years	
MORNING NEWSPAPERS						
12/31/54	317	30,066,362	$ 90.66	$3.01	.....	.....
		21,705,436 AM Circulation plus 8,360,926 PM Circulation added through combinations				
12/31/53	327	29,867,823	89.790	3.01	.....	.....
		21,412,474 AM Circulation plus 8,455,349 PM Circulation added through combinations				
12/31/52	327	29,573,584	87.715	2.97	Increase $0.04	1.35%
		21,159,527 AM Circulation plus 8,414,057 PM Circulation added through combinations				
12/31/51	319	29,475,193	82.799	2.80	Increase 0.21	7.50%
		21,222,525 AM Circulation plus 8,252,668 PM Circulation added through combinations				
12/31/50	322	29,318,838	77.986	2.65	Increase 0.36	13.58%
		21,266,126 AM Circulation plus 8,052,712 PM Circulation added through combinations				
12/31/49	329	28,717,706	73.757	2.56	Increase 0.45	17.58%
		21,004,650 AM Circulation plus 7,713,056 PM Circulation added through combinations				
12/31/48	328	28,537,195	71.132	2.49	Increase 0.52	20.88%
		21,081,905 AM Circulation plus 7,455,290 PM Circulation added through combinations				
12/31/47	328	27,270,226	65.114	2.39	Increase 0.62	25.94%
		20,762,317 AM Circulation plus 6,507,909 PM Circulation added through combinations				
12/31/46	334	27,057,321	61.812	2.28	Increase 0.73	32.02%
		20,545,908 AM Circulation plus 6,511,413 PM Circulation added through combinations				
12/31/45	330	25,485,230	57.122	2.24	Increase 0.77	34.38%
		19,239,913 AM Circulation plus 6,245,317 PM Circulation added through combinations				
EVENING NEWSPAPERS						
12/31/54	1,448	42,057,968	$182.629	$4.34	.....	.....
		33,367,044 PM Circulation plus 8,690,924 AM Circulation added through combinations				
12/31/53	1,458	41,715,066	179.114	4.29	Increase $0.05	1.16%
		33,059,812 PM Circulation plus 8,655,254 AM Circulation added through combinations				
12/31/52	1,459	41,322,296	174.589	4.23	Increase 0.11	2.60%
		32,791,088 PM Circulation plus 8,531,208 AM Circulation added through combinations				
12/31/51	1,454	41,232,983	167.452	4.06	Increase 0.28	6.89%
		32,795,413 PM Circulation plus 8,437,570 AM Circulation added through combinations				
12/31/50	1,450	40,864,607	156.553	3.83	Increase 0.51	13.31%
		32,562,946 PM Circulation plus 8,301,661 AM Circulation added through combinations				
12/31/49	1,451	39,874,772	146.157	3.66	Increase 0.68	18.57%
		31,840,901 PM Circulation plus 8,033,871 AM Circulation added through combinations				
12/31/48	1,453	38,888,060	143.289	3.68	Increase 0.66	17.93%
		31,203,392 PM Circulation pus 7,684,668 AM Circulation added through combinations				
12/31/47	1,441	37,407,633	134.526	3.59	Increase 0.75	20.89%
		30,910,959 PM Circulation plus 6,496,674 AM Circulation added through combinations				
12/31/46	1,429	36,981,370	125.206	3.38	Increase 0.96	28.40%
		30,381,597 PM Circulation plus 6,599,773 AM Circulation added through combinations				
12/31/45	1,419	35,237,568	114.325	3.24	Increase 1.10	33.95%
		29,144,275 PM Circulation plus 6,093,293 AM Circulation added through combinations				
SUNDAY NEWSPAPERS						
12/31/54	544	50,746,742	$140.556	$2.76	.....	.....
		46,176,450 Sunday Circulation plus 4,570,292 Daily Circulation added through combinations				
12/31/53	544	50,892,352	139.811	2.75	Increase $0.01	0.36%
		45,948,554 Sunday Circulation plus 4,943,798 Daily Circulation added through combinations				
12/31/52	545	50,918,126	136.665	2.68	Increase 0.08	2.98%
		46,210,136 Sunday Circulation plus 4,707,990 Daily Circulation added through combinations				
12/31/51	543	50,946,350	129.827	2.54	Increase 0.22	8.66%
		46,279,358 Sunday Circulation plus 4,666,992 Daily Circulation added through combinations				
12/31/50	549	51,164,114	123.539	2.41	Increase 0.35	14.52%
		46,582,348 Sunday Circulation plus 4,581,766 Daily Circulation added through combinations				
12/31/49	546	50,511,470	114.894	2.27	Increase 0.49	21.59%
		46,398,968 Sunday Circulation plus 4,112,502 Daily Circulation added through combinations				
12/31/48	530	49,972,023	111.500	2.23	Increase 0.53	23.76%
		45,968,595 Sunday Circulation plus 4,003,428 Daily Circulation added through combinations				
12/31/47	511	45,950,352	97.868	2.13	Increase 0.63	29.57%
		45,151,319 Sunday Circulation plus 799,033 Daily Circulation added through combinations				
12/31/46	497	44,395,265	90.085	2.02	Increase 0.74	36.63%
		43,665,364 Sunday Circulation plus 729,901 Daily Circulation added through combinations				
12/31/45	484	40,285,685	81.589	2.02	Increase 0.74	36.63%
		39,860,036 Sunday Circulation plus 425,649 Daily Circulation added through combinations				

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SPEIDEL NEWSPAPERS

are

Newspapers for The Home

Poughkeepsie (N.Y.) New Yorker

Chillicothe (Ohio) Gazette

Iowa City (Iowa) Press-Citizen

Fort Collins (Colo.) Coloradoan

Reno (Nev.) Evening Gazette

Reno—Nevada State Journal

Salinas (Calif.) Californian

Visalia (Calif.) Times-Delta

Affiliates of

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Colorado Springs, Colo.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

EXPLANATION OF KEY NUMBERS, SYMBOLS AND ABBREVIATIONS

Col. 1 — City of Publication — Population

Population figures are final figures from the 1950 U. S. Census and final figures from the 1951 Dominion Census in Canadian Section.

ABC-CZ — Audit Bureau of Circulations City Zone 1950 Population.

Col. 2 — Newspaper — Day of Publication and Circulation

(d) — daily.
(m) — morning.
(e) — evening.
(S) — Sunday.
(m ex Mon) — morning except Monday.
(e ex Sat) — evening except Saturday.
Figures preceded by ABC symbol indicate Net Paid (excluding bulk) circulation from ABC Publisher's Statement for period ending September 30, 1953, unless otherwise noted.

All other figures are from the local newspapers' Government statements of Sept. 30, 1953, unless otherwise noted, supplied by the Reference Department of EDITOR & PUBLISHER, where a most complete, permanent record of such reports is kept on file.

Col. 3 — Advertising Rates

Maximum and minimum rates per line for general (national) display advertising.

Col. 4 — Political Policy — Services — National Advertising Representatives

(I) — Independent.
(R) — Republican.
(D) — Democrat.
(I-D) — Independent Democrat.
(I-L) — Independent Liberal.
(I-R) — Independent Republican.
(Li) — Liberal.
(La) — Labor.

CANADIAN KEY

(I-C) — Independent Conservative.
(I-L) — Independent Liberal.
(CLi) — Liberal.
(C) — Conservative.
(L-C) — Liberal-Conservative.
(P-C) — Progressive Conservative.
(CCF) — Cooperative Commonwealth Federation.
(SC) — Social Credit.

NEWS SERVICES

(AP) — Associated Press.
(BUP) — British United Press.
(CanP) — Canadian Press.
(CDN) — Chicago Daily News.
(CT-NYN) — Chicago Tribune-New York News.
(DJ) — Dow Jones.
(INS) — International News Service.
(NANA) — North American Newspaper Alliance.
(NYHT) — New York Herald Tribune Service.
(NYT) — New York Times Service.
(RN) — Reuters News Agency.
(SC) — Southam Cables News Service.
(SHNA) — Scripps-Howard Newspaper Alliance.
(TS) — Toronto Star News Service.
(UP) — United Press Association.

ADDITIONAL SERVICE

(*) — Paper carries Rotogravure Section. Letter indicates day of publication.
(J) — Paper operates a job plant.
Price (5¢, & 10¢, etc.) indicates retail sales prices of the newspaper.

Cols. 5-10 — Ownership and Chief executive — Personnel

Letters following names indicate executive position held by each individual.

For Marketing Information see Editor & Publisher Market Guide

ALABAMA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—See Above	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNISTON 31,066 40,586-ABC-CZ	Star (e) ABC 17,335 Sunday edition (S) ABC 17,801	.11 .11	Flat Flat	(I-D) (AP, UP) (5¢, 10¢S, 40¢w-d&S, $1.75mo) (The John Budd Co.)	Consolidated Pub. Co. H. M. Ayers, Pres.-Pub.	Wilfred Galbraith (eep) H. M. Ayers (e) Taylor Smith (me) Cody Hall (ce)	A. E. McCants (ne) Paul Cox (sp) Mrs. J. R. M. Alston (we)	Ralph W. Callahan (bm) Arthur Phillips (cm)	R. W. Callahan (ad-mga) Lyon Crichton (ram) Lola Bright (cam)	Loui Devine (ms)
BIRMINGHAM 326,037 497,039-ABC-CZ	Post-Herald (2) (m) ABC 83,974	.....	.....	(I) (AP, SHNA, UP)	Birmingham Post Co. John W. Frierson, Pres.	James E. Mills (e-PH) W. P. Lindley (me-PH) Duard LeGrand (ce-PH)	Lawrence Fiquett (ne-PH) Naylor Stone (sp-PH) Floy Seals (we-PH)	Harry B. Bradley (gm) D. R. Wood (cm) John W. Frierson (asst. gm)	W. F. Aycock (ad) Geo. R. Clark (asst. ad) Harris Emmerson (mga) Arthur Cook (ram) Ray E. Faherty (cam)	Bernard Feld, Jr. (pm-apm) W. R. Calhoun (prod. mgr.)
	News (e) ABC 173,480 Combined daily (me) ABC 257,454 News (S) ABC 211,270	..... .66 .60	..... Flat Flat	(I) (AP, NANA) (*S) 5¢, 15¢, 45¢w-m or e&s $1.95mo-m or e&s) (Kelly-Smith Co.)	Birmingham News Co. James E. Chappell, Pres. Clarence B. Hanson, Jr., Pub.	James E. Chappell (e-N) McClellan Vander-Veer (eep-N) Charles A. Fell (me-N) Irving Beiman (ce-N)	Vincent Townsend (ne-N) James H. Couey (SU) Zipp Newman (sp-N) Alyce Walker (we-N)			
	The Birmingham News and Birmingham Post-Herald are corporately and editorially separate, but as of May 15, 1950 merged the business, circulation, and mechanical operation under the ownership and direction of the Birmingham News Company, which publishes the Birmingham News and is agent for the Birmingham Post-Herald, in the News plant.									
DECATUR 19,974 21,084-ABC-CZ	Daily (e ex Sat.) ABC 12,330 Sunday edition (S) ABC 12,350	.08 .08	Flat Flat	(D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.55 mo) (Wallace Witmer Co.)	Tenn Valley Ptg. Co., Inc. Barrett C. Shelton, Pres.-Pub.	Barrett Shelton (e) Barrett Shelton (eep-me)	Jack Walden (me) Phillip Kyle (sp) Elizabeth Sandlin (we)	Barrett C Shelton (gm-bm) H. M. Layman (cm)	W. S. Finch (ad-ram) Mrs. Elizabeth Sandlin (mga) Frank Hood (cam)	H. M. Safley (ms)
DOTHAN 21,584 23,416-ABC-CZ	Eagle (e ex Sat.) ABC 20,458 Sunday edition (S) ABC 21,178	.13 .13	Flat Flat	(I) (AP, UP) (5¢d, 10¢S, 35¢w-d&S, $1.55mo) (Kelly-Smith Co.)	The Eagle Pub. Co. Horace Hall, Pub.	Nat C. Faulk (exec. e) Horace Hall (eep) L. P. Patterson (me)	Doug A. Bradford (sp) Mrs. Lois Hall (we)	J. T. Lane, Jr. (bm) Mirl Crosby (cm)	Shelby L. Thomas (ad-ram) Wallace Miller (mga) Gene Bowers (cam)	W. Ralph Sanders (prod. mgr.) Wallace Miller (pm) Russell Arnold (ms)
FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS 23,879—Florence 10,767—Sheffield 6,734—Tuscumbia 1,937—Muscle Shoals 43,723-ABC-CZ	Times (e) ABC 8,883 Tri-Cities Daily (e) ABC 8,709 Comb. (e) ABC 17,592 Times (S) ABC 8,878 Tri-Cities Daily (S) ABC 8,230 Comb. (S) ABC 17,108	.... .10 .... .10	Flat Flat Flat Flat Flat Flat	(I-D) (AP) (J) (5¢, 10¢S, 40¢w, $1.75 mo) (Wallace Witmer Co.)	Tri-Cities Pub. Co. J. L. Meeks, Jr., Pub.	Louis A. Eckl (eep-e-me)	Ben Knight (ne-T&TCD) Hap Halbrooks (sp-T&TCD) Nell Cheney (we-T) Sue H. Nathan (we-TCD)	L. H. Baker (gm-bm) Hunter Allen (cm-T) Charles Brown (cm-TCD)	Francis Howard (mga) D. H. Bowling (ram) Billy R. Backvold (cam)	Francis Howard (pm) Francis Howard (apm)
GADSDEN 55,725 64,728-ABC-CZ	Times (1) (d) ABC 22,090 Sunday edition (S) ABC 21,895	.15 .15	Flat Flat	(I-D) (AP, INS) (5¢d, 15¢S, 45¢w-d&S, $1.95mo) (General Advertising Service)	The Gadsden Times, Inc. Frank Helderman, Pub.	Frank Helderman (e)	Al Fox (sp) Virginia Stevens (we)	Carl R. Hofferbert (gm) Jim Nabors (cm)	Glenn J. Sedam (ad) Bobby Day (cam)	.....
HUNTSVILLE 16,437 34,908-ABC-CZ	Times (e ex Sat.) ABC 18,344 Sunday edition (S) ABC 18,704	.12 .12	Flat Flat	(I-D) (AP) (5¢, 10¢S, 35¢w-d&S, $1) (Kelly Smith Co.)	The Huntsville Times Co., Inc.	R. T. Amis (eep-e-me) M. B. Smith (ce)	Will Mickle (ne) John Thompson (sp) Mrs. Sarah Baker (we)	Jack Langhorne (gm-bm) A. L. Smith (cm) C. W. Holder (com)	R. M. Buchanan (ad) R. H Kelly (mga) Jack Hucks (cam)	T. A. Winston (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOBILE 129,009 194,078-ABC-CZ	Register (9) (m) 34,073 Press (e) 65,004 Combined daily (me) 99,077 Press-Register (S) 85,005	.... .33 .33	.... Flat Flat	(I-D) (AP, UP, INS) (5¢d, 10¢S, 30¢w-d, 40¢w-d&S, $1.75 mo-d&S, $1.30 mo-d) (The John Budd Co.)	Mobile Press Register, Inc. Ralph B. Chandler, Pres.-Pub.	Geo. M. Cox (exec. e) Tip Mathews (eep-P) Carlye A. Ward (eep-R) Cliff Worsham (ce-R) Mike McEvoy (ce-P)	Hal Brown (ne-R) Don Greenwood (ne-P) Fallon Trotter (Su) Vincent Johnson (sp-R) Dennis Smitherman (sp-P) Tommye Dunagan (we-R) Mrs. Cornelia Turner (we-P)	Wm. J. Hearin, Jr. (gm-bm) Frank W. Barter (cm)	Burt Schwarz (cam) John W. Winter (ram) P. D. Beville, Jr. (natl. am)	J. M. Duncan (apm) T. C. McLemore (ms)
MONTGOMERY 106,525 112,247-ABC-CZ	Advertiser (2) (m) 57,843 Journal (e) 20,335 Combined daily (me) 78,178 Advertiser (S) 72,948	.... .26 .26	.... Flat Flat	(D) (AP, UP) (5¢d, 15¢S, 40¢w-m&S, 70¢me&S) (Kelly-Smith Co.)	The Advertiser Co. R. F. Hudson, Pres.-Pub.	Grover C. Hall, Jr. (eep-A) C. M. Stanley (e-J) W. J. Mahoney, Jr. (me) Joe Azbel (ce-A) Jerry Carter (ce-J)	Joe Azbell (ne) Fred Andersen (exec. ne) Max Moseley (sp-A) G. C. Hall, Jr. (Su) Sam Adams (sp-J) Phyllis Kraus (we-A) Katherine Tyson (we-J)	R. F. Hudson, Jr. (gm-bm) A. D. Potter (cm)	P. W. Walsh (ad-ram) Guyton Parks (mga) J. G. Parks (cam)	Guyton Parks (pm-apm) F. Furlong (ms)
	Examiner (e ex Sat.) * *New daily, est. Aug. 30, 1954.	..... .11	Flat	(D) (UP) (5¢) (Shannon & Associates)	Montgomery Examiner, Inc. Chas. G. Dobbins, Pub.	Chas. G. Dobbins (e)	Joe Jones (ne) Mary Graeme Dobbins (we)	E. B. Brown (bm) Paul McGinnis (cm)	Roger Walker (ram)	.....
OPELIKA 12,295	News (e)	4,420	.045	Flat (D) (AP) (5¢, 20¢w) (none)	Opelika Daily News, Inc. W. H. Wilson, Pres.	W. H. Wilson (e)	W. L. Blackmon (sp) Mrs. J. B. Graves (we)	W. C. Wear (bm) P. C. Oliver (cm)	W. C. Wear, Jr. (ad) Mrs. Mable H. Collins (mga)	E. P. Blackmon (ms)
SELMA 22,840	Times-Journal (e ex Sat.) Sunday edition (S)	9,815 9,815	.08 .08	Flat (D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) Flat (none)	The Selma Times Journal Pub. Co. Mrs. F. T. Raiford, Pres.-Pub.	E. B. Field (e-me) O. S. Wynn (ce)	E. B. Field (ne-Su) William A. Wise (sp) Miss Eunice Apperson (we)	Mrs. F. T. Raiford (gm-bm) James D. Maddox (cm)	Frank Ford (ad) Miss Elva Stewart (cam)	Charles W. Calhoun (ms)
TALLADEGA 13,134	Home (e)	3,100	.054	Flat (I) (AP) (5¢d, 60¢mo) (none)	Daily Home Pub. Co., Inc. Jos. L. Wallis, Pres.	Tom Abernethy (e-eep) Claude C. Keathley (me-ce)	Mrs. Ila Davis (we)	J. L. Wallis (bm) Vernon Hudgins (cm)	W. A. Hubbard (ad-mga-ram) Mrs. Tom Abernethy (cam)	Ernest Denton (ms)
TROY 8,555	Messenger (e ex Sat.) Herald (S)	3,119 3,349	.04 .045	Flat (I-D) (AP) (5¢d, 5¢S, 25¢w, $1.10mo) Flat (none)	Troy Newspapers, Inc. Glenn Jones, Pres.-Pub.	.....	Mrs. C. Serfustini (e) (we)	Glenn Jones (gm) M. F. Boisclair (bm) Mrs. H. Smythe (cm)	M. F. Boisclair (ram) Glenn Jones (mga) Mrs. H. Smythe (cam)	R. Key (ms)
TUSCALOOSA-NORTHPORT 46,396—Tuscaloosa 3,885—Northport 57,324-ABC-CZ	News (e) 15,681 Sunday edition (S) 15,560	.115 .115	Flat Flat	(I-D) (AP, UP) (*S) (5¢, 15¢S, 45¢w-d&S, $1.90mo) (General Advertising Service, Inc. and Lew Hohl, & Harley L. Ward)	Tuscaloosa News, Inc. Buford Boone, Pres.-Pub.	Norman Bassett (eep-e) John T. Hammer (me-ce)	Don Worrell (ne) Edwin Watkins (sp) Mrs. C. C. Coughlin (we)	Eugene Hamilton (bm) Robt. K. Gilmore (cm)	James M. Ward, Jr. (ad) Mrs. Ellen LaCour (mga) Bill Bonner (ram) Harold Wilson (cam)	.....

ALASKA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANCHORAGE 11,254 Area population 50 mi. radius 47,393	News (e)	.....	.10	Flat (R) (UP) (J) (10¢, 35¢w, $1.75mo) (S. S. Koppe & Co., Inc.)	Northern Pub. Co., Inc. Norman C. Brown, Pres.-Pub.	Norman C. Brown (eep-e) Cliff Cernick (me) Bob Knox (ce)	Bob Kederick (ne) Frank Leaf (sp) Mary Ann Heder (we)	Norman C. Brown (gm) Blanche S. Brown (bm) Robt. Hendricks (cm)	Robt. Hendricks (mga)	A. V. Tueten (ms)
	Times (e)	16,321	.12	Flat (I) (AP) (10¢d, $1.75 mo) (West-Holliday Co., Inc.)	Anchorage Times Pub. Co. Robert B. Atwood, Pres.-Pub.	Robert B. Atwood (eep-e) Bernard Kosinski (me) Tyler Clark (ce)	Bernard Kosinski (ne) Joe Bouchard (sp)	Clarence Hafling (gm-bm) Harry Stiver (cm)	Kenneth Laughlin (ad)	Roy West (ms)
FAIRBANKS 8,400	News-Miner (e)	8,188	.10	Flat (I-R) (AP) (10¢d, $2.50mo) (West-Holliday Co., Inc.)	Fairbanks Pub. Co. C. W. Snedden, Pres.-Pub.	J. J. Ryan (eep-e-me-ce)	Jerome F. Sheldon (ne) Chas. Hoyt (sp) Ellen Whitcher (we)	C. W. Snedden (gm-bm) R. V. Cotter (cm) Z. G. Trafton (com)	W. J. Hunt (mga) D. O. Foster (cam)	Wayne S. Shields (ms)
JUNEAU 5,818	Empire (e)	3,956	.08	Flat (I) (AP) (J) (10¢d, $2.00mo) (West-Holliday Co., Inc.)	Empire Ptg. Co. Helen Troy Monsen, Pres.-Pub.	Helen Troy Monsen (eep) Robert Kederick (e) Robert Henning (me-ce)	Robert Henning (ne) Robert Kederick (sp) Dorothy Pegues (we)	Morgan Coe (gm) Sigrid Dull (cm) Guy Asher (bm)	Morgan Coe (ad) L. Collins (ram) Martha William (cam)	Arthur Bringdale (ms)
KETCHIKAN 5,202	Chronicle (e)	1,778	*.04	Flat (I) (AP) (10¢, $1.65 mo) (none)	Journal Ptg. Co. Wm. L. Baker, Pres.-Pub.	Wm. L. Baker (eep-e) Gene Brice (me)	Bob Wineke (sp)	.....	Sally Sharkey (ad) Kay Jensen (cam)	Robert Spaeth (ms)
	News (e)	2,649	.07	Flat (I-R) (UP) (J) (10¢d, $1.75mo) (West-Holliday Co., Inc.)	Pioneer Ptg. Co. Paul S. Charles, Pres.-Pub.	Sid D. Charles (eep-e) Gene Brice (me-ce)	Gene Brice (ne) Marion Dichtel (we)	Paul S. Charles (gm) M. J. Flood (bm) Ellen Finney (cm)	M. J. Flood (ad-mga-ram) Ellen Finney (cam)	M. J. Flood (pm-apm) Frank Gingg (ms)
SITKA 2,086	Sentinel (e)	901	.05	Flat (I) (AP) (J) (10¢d, $1.25 mo) (none)	Arrowhead Press H. A. Veatch, Pres. Pub.	H. A. Veatch (eep-e-me) Ernestine C. Veatch (ce)	Ernestine C. Veatch (ne-we) H. A. Veatch (sp)	Harold A. Veatch (gm) Ernestine C. Veatch (bm-cm)	Ernestine C. Veatch (ad-mga-ram-cam)	H. A. Veatch (ms)

ARIZONA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BISBEE 3,801	Review (m ex Mon.) Sunday edition (S)	2,623 2,628	.06 .06	Flat (D) (AP) (J) (5¢, 5¢S, $1.10mo-d&S) (John W. Cullen Co.)	Cochise Pub. Co. Cleveland E. Dodge, Pres. Folsom Moore, Pub.	Folsom Moore (e) J. W. McPhee (me)	.....	John W. Newett (gm) C. F. Yates (bm)	Scott P. Shaffer (ad-cam)	Paul D. Hemingway (ms)
DOUGLAS 9,442	Dispatch (e ex Sat.) Sunday edition (S)	3,422 3,422	.06 .06	Flat (I-D) (AP) (J) (5¢d, 5¢S, 30¢w) (West-Holliday Co., Inc.)	Douglas Pub. Co. J. Newell Johnston, Pres.	J. Newell Johnston (e) Charles Gudaitis (me)	Charley Buster (ne) Roger Skophammer (sp)	J. Newell Johnston (gm) Carl Reece (cm)	Frank Hatt (ram) Mrs. C. V. Richards (cam)	Garth Johnston (ms)
FLAGSTAFF 7,663	Arizona Sun (e ex Sat.)	6,195	.07*	Flat (I-D) (AP) (5¢, 25¢w) (none)	Coconino Sun Co., Inc. W. J. McGiffin, Pres. Platt Cline, Acting pub.	Platt Cline (e) Bob Shirley (ce)	Bob Shirley (sp) Helen F. Collins (we)	Alan Kinvig (bm) Alan J. Kinvig (cm)	W. B. Mitchell (ad) Barbara West (cam)	.....
	*.11 when combined with Coconino Weekly Sun, circulation 1,710.									
MESA 16,790	Tribune (e)	3,957	.07	Flat (I) (UP) (J) (5¢, $1.00 mo) (none)	Tribune Pub. Co. D. W. Calvert, Pres.-Pub. R. W. Calvert, Asst. Pub.	B. M. Mergen (eep-e) Jim Stone (ce)	Jim Stone (sp) Ann Miller (we)	G. H. Grosvenor (bm)	Chris Fluhr (ram) Richard Chilleen (cam)	Leroy Tinsley (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NOGALES 6,153	Herald (e) 2,790	.06	Flat	(I) (AP) (J) (5¢d, $1.15 mo) (West-Holliday Co., Inc.)	H. R. Sisk (Sole Owner) H. R. Sisk, Pub.	A. L. Sisk (me)	Joan Henley (we)		H. R. Sisk (am)	T. L. Scooler (apm)
PHOENIX 106,818 266,258-ABC-CZ	Republic (m) ⓒ 82,572 Gazette (e) ⓒ 53,748 Combined daily (me) ⓒ 136,320 Republic (S) ⓒ 114,096	.... .43 .43	.... Flat Flat	(I) (AP, UP, INS, NANA) (7¢, 15¢S, 45¢w-m, 30¢w-e, $1.95mo-m&S, $1.30mo-e&S) (Kelly-Smith Co.)	Phoenix Newspapers, Inc. Eugene C. Pulliam, Pres. & Pub. Harry Montgomery (Asst. to Pub.)	Donald C. Urry (eep-G) Frederic Marquardt (eep-R) R. W. Barry (me-G) Orien W. Fifer, Jr. (me-R) Charles Barton (ce-G) William Hermann (ce-R)	Glenn Taylor (ne-G) John Wheeler (ne-R) Josephine Davidson (Su-R) Frank Gianelli (sp-R) Bob Allison (sp-G) Moyca Bates (we-R) Margaret Savoy (we-G)	Oliver King (bm) Milan Leavitt (cm-R) Robert Dunst (cm-G)	Charles Hoover (ad) Hobart T. Franks (mga) G. M. Dean (ram) Leland M. Hover (cam)	David E. Henes (pm) Randall Barton (prod. mgr.)
PRESCOTT 6,764	Courier-Journal (m ex Mon.) 526* Courier (e ex Sat.) 4,880* Combined daily (me) 5,406*	.... .06	.... Flat	(I-D) (5¢, 25Cw, $1.00mo.) (J) (Small, Brewer and Kent, Inc. and Geo. D. Close, Inc.	Prescott Courier, Inc. W. P. Stuart, Pres.-Pub. Della T. Stuart, Asso. Pub.	Ralph Williams (eep-e-me) David Phillips (ce)	Ralph Williams (ne) David Phillips (sp)	W. P. Stuart (gm-bm) Raymond Queen (cm) Thomas C. Miller (com)	George A. Coennen (ad-mga-ram-cam)	Crispin Rodarte (ms) Charles E. Mills (pn)
	*Sworn March 31, 1954.									
TEMPE 7,684	News (e) 3,478	.045	Flat	(I) (UP) (J) (5¢, 50¢ mo) (none)	News Pub. Co. Francis N. Connolly, Pub.	Francis N. Connolly (e) Bill Hines (ce)	Bill Hines (sp) Florence J. Roth (we)	Francis N. Connolly (gm-bm) Irma L. Connolly (cm)	W. Jay Burk (am) Francis N. Connolly (cam)	Lyle Dawkins (pm) Norm Jordan (ms)
TUCSON 45,454 118,382-ABC-CZ	Star (m) ⓒ 26,717 Citizen (e) ⓒ 28,054 Combined edition (me) ⓒ 54,771 Star (S) ⓒ 33,079 Evening & Sunday (eS) ⓒ 61,133	.... .24 ..... .27	.... Flat ..... Flat	(I-D) (AP) (7¢d, 15¢S, 40¢w-d&S, $1.75 mo) (Cresmer & Woodward, Inc. (I) (AP, UP) (7¢, 35¢ w, $1.50mo) (Cresmer & Woodward, Inc.)	State Consolidated Pub. Co.* Wm. R. Mathews, Pres.-Pub. J. F. Weadock (asst. pub.-eep) Citizen Pub. Co.* Wm. A. Small, Pres.-Pub. Wm. A. Small, Jr. (asst. pub.)	Wm. R. Mathews (e) Thomas Ellinwood (exec. e) Victor Thornton (me) Frank Johnson (ce) Geo. L. Rosenberg (me) Asa Bushnell (ce)	Abe Chanin (sp) Eleanor Rice (we) Ray McNally (sp) Betty Milburn (we)	Wm. R. Mathews (gm) Geo. W. Chambers (bm) Gilbert Acosta (cm)	Frank E. Drachman (ad-mga-ram) Ricki Rarick (cam)	Robert Hunter (ms)
	*Tucson Newspapers, Inc. is a printing and publishing firm owned by The Arizona Daily Star and Tucson Daily Citizen, which publications are owned and operated separately and independently from one another. Both are printed and circulated by Tucson Newspapers, Inc. Tucson Newspapers, Inc. handles all mechanical production, sells the advertising and circulation and handles all business transactions outside of the news and editorial rooms. Wm. R. Mathews—President and General Manager. Wm. A. Small—Vice-President and Treasurer. Geo. W. Chambers—Secretary and Business Manager. All advertising, circulation, and business office executives are Tucson Newspapers, Inc. executives.									
YUMA 9,145 15,753-ABC-CZ	Sun & Arizona Sentinel (e) ⓒ 6,050	.06	Flat	(I) (UP) (7¢c, $1.25mo) (West-Holliday Co., Inc.)	Sun Printing Co. Jones Osborn, Pres.-Pub.	Jack Whitehouse (eep-me) Jones Osborn (e) Bob Werley (ce)	Bob Werley (ne) Chas. Mabery (sp) Norma Ryan (we)	Don N. Soldwedel (bm) Mrs. R. E. Osborn (com) Jones Osborn (gm) Geo. Cronkwhite (cm)	Robt. J. Flow (ad) Jo Estelle Upshaw (mga) Don N. Soldwedel (cam)	Don N. Soldwedel (pm-apm) L. F. Hamilton (ms)

ARKANSAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ARKADELPHIA 6,819	Siftings Herald (e)	.04	Flat	(D) (UP) (J) (5¢) (Arkansas Dailies, Inc.)	Siftings Herald Ptg. Co.	Philip McCorkle (eep) Phil McCorkle, Jr. (e-me)		Phil McCorkle, Jr. (gm)		
BATESVILLE 6,414	Guard (e) 3,082	.04*	Flat	(I-D) (UP) (J) (5¢d, 25¢w, 75¢mo.) (Wallace Witmer Co.)	The Batesville Guard-Record Co., Inc. Mrs. O. E. Jones, Pres. James M. Jones, Pub.	Paul Buchanan (eep-e-ce) James M. Jones (me)	Paul Buchanan (ne) Jimmy M. Jones (sp) Mrs. Edith Yeatman (we)	Wilson Powell (gm-bm) Sarah C. Longley (cm)	R. W. Evans, Jr. (ad-mga-ram-cam)	Wilson Powell (pm) R. W. Evans, Jr. (apm) Glen Luster (ms)
	*.05 in combination with weekly Record (Thu.), circulation 1,669.									
BLYTHEVILLE 16,234	Courier-News (e) 7,001	.06	Flat	(I-D) (AP) (5¢, 25¢w, $1.08mo) (Wallace Witmer Co.)	Courier-News Co., Inc. Harry W. Haines, Pub.	Harry A. Haines (eep) Harry A. Haines (e-me) George Clark (ce)	George Clark (sp) Millie Mallory (we)	Harry W. Haines (gm-bm) James Brown (cm)	Paul Human (ad-mga-ram) Ann Perry (cam)	Warren Davidson (ms)
CAMDEN 11,372	News (e) 6,489	.06	Flat	(I) (AP, UP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Camden News Pub. Co. Walter E. Hussman, Pres.-Pub.	A. W. Rose (e)	J. Betchelheimer (sp) Amy Wommack (we)	Walter E. Hussman (gm) Bill Parrott (cm)		I. W. Haynie (ms)
CONWAY 8,610	Log Cabin Democrat (e) 3,032	.05	Flat	(D) (AP) (J) (5¢, 20¢w) (Arkansas Dailies, Inc.)	Conway Ptg. Co. Frank E. Robins, Jr., Pub.	Frank Robins, Jr. (e) Joe B. McGee (me)	Dorothy Noble (we)	Frank Robins, Jr. (bm)	R. E. Dickson (mga)	Buford Robins (ms)
DE QUEEN 3,015	Citizen (e) 1,003†	.035*	Flat	(D) (AP) (J) (5¢, 20¢w) (none)	De Queen Bee Co., Inc. A. L. Kimball, Pres. Ray Kimball, Pub.	J. R. McKinley (e)	J. R. McKinley (sp) Julia Smith (we)	Billy Jones (cm)	Mrs. Evelyn Kimball (ad)	Luther Montgomery (ms)
	*.05 in combination with Weekly Bee, combined circulation, 2,820. †Sworn March 31, 1954.									
EL DORADO 23,076	News (m) 9,141 Times (e) 2,884 Combined daily (me) 12,025 News (S) 9,973 Evening & Sunday (eS) 12,857	.... .09 ..... .09	.... Flat ..... Flat	(I) (AP, UP, INS) (5¢, 10¢S, 35¢w) (Arkansas Dailies, Inc.)	News-Times Pub. Co. C. E. Palmer, Pres.-Pub.	C. E. Palmer (e) Robert T. Hays (me)	J. D. Beauchamp (ne) Miss Frances Cordell (we)	C. E. Palmer (gm) A. W. Estes (bm) John H. Vogel (cm)	Nolan De Laughter (ram)	J. O. Wasson (ms)
FAYETTEVILLE 17,071 17,071-ABC-CZ	Northwest Arkansas Times (e) ⓒ 9,122	.08	Flat	(D) (AP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Democrat Pub. Co.	Ted Wylie (eep-e-me-ce)	Ted Wylie (ne) Allan Gilbert (sp) Kathleen Dozier (we)	Sam E. Gearhart (gm-bm) J. J. Hendricks (cm)	George Gearhart (ad mga-ram) Fred O'Baugh (cam)	Geo. A. Gearhart (apm) Gene Murphy (ms)
FORREST CITY 7,607	Times-Herald (e ex Sat.) 3,376	.045	Flat	(I) (J) (5¢, 20¢w) (Arkansas Dailies, Inc.)	Times-Herald Pub. Co. Fred N. McCollum, Pres.-Pub.	Fred N. McCollum (eep-e-me-ce)	Fred N. McCollum (ne) Raoul Carlisle (sp) Mrs. Helen McGown (we)		Robert W. Chowning (ad)	
FORT SMITH 47,942 53,039 (Spec. U. S. '53 Census) 61,682-ABC-CZ	Southwest American (m) ⓒ 15,094 Times Record (e) ⓒ 18,550 Combined daily (me) ⓒ 33,644 Southwest-Times Record (S) ⓒ 31,280	.... .16 ..... .16	.... Flat ..... Flat	(I-D) (AP, INS, UP) (5¢, 10¢S, 35¢w-m&S, or e&S) (Arkansas Dailies, Inc.)	Southwestern Publishing Company Donald W. Reynolds, Pres.-Pub.	C. F. Byrns (eep-e) C. C. Brown (me-SA) W. D. Barksdale (me-TR)	Jack Stout (sp-SA) James Hood (sp-TR) Queen Neal (we-SA) Camille Bourgeois (we-TR)	Richard T. Bently Jr. (gm) Rex Williams (cm)	Reece Barnsley (am) Ross Pendergraft (mga)	Ralph Corsette (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

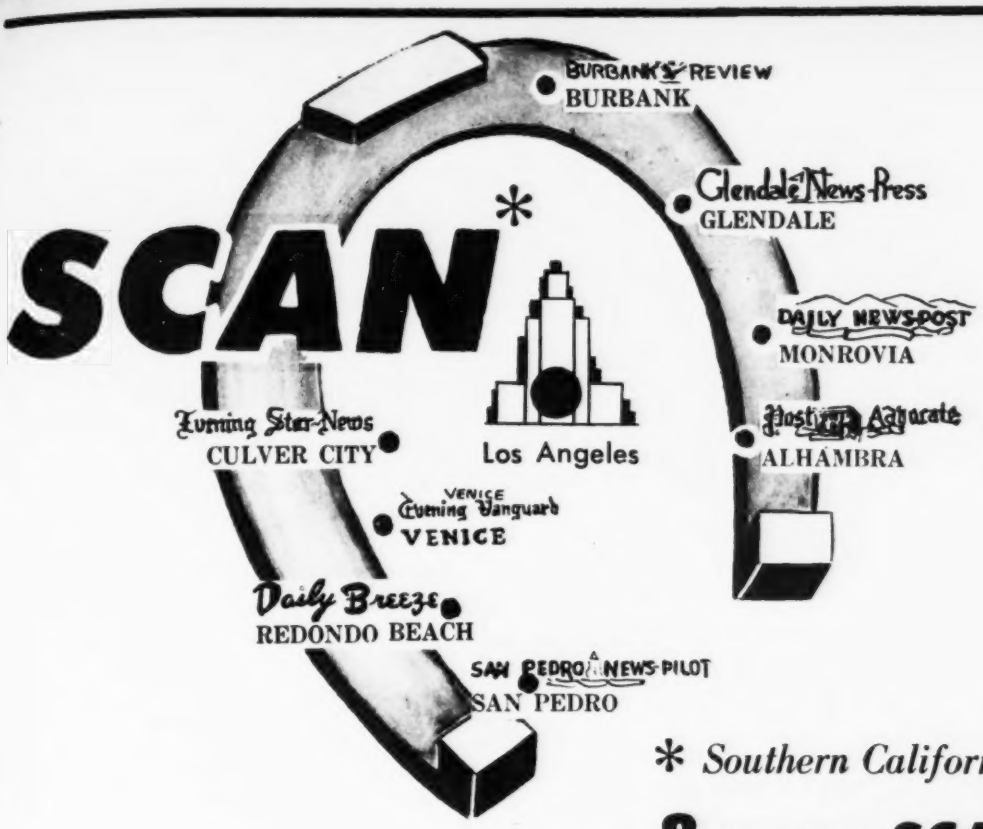
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HARRISON 5,542	Times (e ex Sat.) 2,479	.04	Flat	(I) (AP) (5¢, 15¢w) (Wallace Witmer Co.)	Times Pub. Co., Inc. J. E. Dunlap, Jr., Pres.-Pub.	John R. Newman (e) Mrs. Clyde Newman (ce)		J. E. Dunlap, Jr. (bm)		Bob Henson (ms)
HELENA-WEST HELENA 11,236 Helena 6,107 West Helena	World & East Arkansas Record (e ex Sat.) 6,508 Sunday edition (S) 6,508	.06 .06	Flat Flat	(D) (AP) (5¢, 5¢S, 20¢w, 85¢mo) (Arkansas Dailies, Inc.)	Helena World Publishing Co. C. M. Young, Pres.-Pub.	Jack M. Young (e)	Jack M. Young (ne) Mrs. Willie Tappan (we)	Chas. M. Young (gm) Ellis Word, Sr. (cm)	Porter C. Young (ad)	
HOPE 8,605 8,605-ABC-CZ	Star (e) ABC 3,537	.05	Flat	(I) (AP, UP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Star Pub. Co. C. E. Palmer and A. H. Washburn, Owners C. E. Palmer, Pres. A. H. Washburn, Pub.	A. H. Washburn (eep-e) Paul H. Jones (me)	Jean Nash (we)	A. H. Washburn (gm-bm) Paul H. Jones (cm)	Jess M. Davis (ad) Mrs. Wm. B. Hansen (cam)	Jess M. Davis (pm) George W. Hosmer (ms)
HOT SPRINGS 29,307	Sentinel Record (m) ..... New Era (e) ..... Combined daily (me) 9,005 Sentinel-Record (S) ..... Evening & Sunday (eS) 13,280	.... .10 ..... .10	.... Flat ..... Flat	(I) (AP, INS, UP) (5¢, 10¢S, 35¢w) (Arkansas Dailies, Inc.)	Southern Newspapers, Inc. C. E. Palmer, Pres.-Pub.	R. S. Dean (e-me) Mrs. Edna Howe (ce)	Maurice Moore (ne-NE) Tom Andrews (ne-SR) Paul King (Su) Maurice Moore (sp) Mrs. Elise Lawrence (we)	Mrs. Alden Mooney (gm) Earl Miller (cm)	J. Q. Holder (ad-cam)	L. R. McCoy (ms)
JONESBORO 16,310	Sun (e) 9,075	.07	Flat	(D) (AP) (5¢, $1.00mo) (Arkansas Dailies, Inc.)	Jonesboro Evening Sun Fred D. and John W. Troutt, Pubs.	Fred D. Troutt (eep-e) Eugene Smith (me) John W. Troutt, Jr. (ce)	Dave Hacker (sp) Grace Witherspoon (we)	John W. Troutt (gm) LeRoy Mandrell (cm)	Fred D. Troutt (ad-mga) Harry McDonald (ram) Helen Troutt (cam)	Fred D. Troutt (ap-apm) Willie Bauer (ms)
LITTLE ROCK 102,213 164,978-ABC-CZ	Arkansas Democrat (e) ABC 80,126 Sunday edition (S) ABC 91,939	.24 .25	Flat Flat	(D) (AP) (5¢, 10¢S, 30¢w-e&S, $1.30 mo) (The Branham Co.)	Arkansas Democrat Co. K. A. Engel, Pres.-Pub.	Wm. Johnson (eep) K. A. Engel (e) E. J. Liske (me) Irving E. Herrington (ce)	Jack Keady (sp) Dorothy Carroll (we)	K. A. Engel (gm) C. S. Berry (bm) C. A. Lane (cm)	E. J. Herndon (ad-ram) Jack W. Smith (mga) E. S. Compton (cam)	
	Arkansas Gazette (m) ABC 94,033 Sunday edition (S) ABC 105,387	.27 .30	Flat Flat	(D) (AP) (5¢, 15¢S, 35¢w-d&S) (The John Budd Co.)	Gazette Pub. Co. J. N. Heiskell, Pres. Hugh B. Patterson, Jr. Pub.	J. N. Heiskell (e) H. S. Ashmore (exec. e) A. R. Nelson (me) Wm. T. Shelton (ce)	Ralph E. Leach (ne) Eugene C. Fretz, Jr. (Su) Orville Henry (sp) Betty F. Fulkerson (we)	Hugh B. Patterson, Jr. (gm) J. R. Williamson (bm) Leon S. Reed (cir. dir.)	J. R. Williamson (ad) Wm. T. Moffitt (mga) C. E. Deese (ram) Maurice Trout (cam)	John C. Pemberton (pm)
MAGNOLIA 6,918 9,255 (Spec. U. S. '53 Census)	Banner-News (e) 3,653	.05	Flat	(D) (AP, UP) (J) (5¢, 25¢w) (Arkansas Dailies, Inc.)	The Banner-News Pub. Co., Inc. C. E. Palmer, Pres.-Pub.	W. R. Whitehead (eep-e) Orville Hancock (ce)	Orville Hancock (ne) Harold Jameson (sp) Mrs. Jerry Bailey (we)	W. R. Whitehead (gm)	Jim Miner (ram)	G. E. Looney (ms)
MALVERN 8,072	Record (e) 2,550	.045	Flat	(D) (AP) (J) (5¢, 20¢w) (none)	Mrs. J. H. Beerstecher, Pub.	F. A. Beerstecher (eep-e) Mrs. Dorothy Logan (ce)		Mrs. J. H. Beerstecher (gm) Mrs. Alix B. Butler (bm) Mrs. Dorothy Logan (cm)	F. A. Beerstecher (ad)	
MENA 4,445	Star (e) 1,378	.04	Flat	(I-D) (UP) (J) (5¢, 20¢w, 85¢mo) (none)	The Mena Star Co., Inc. Ernest W. St. John, Pres.	E. W. St. John (e-me-ce)	E. W. St. John (ne) Anthony Grove (sp)	E. W. St. John (gm) R. W. St. John (bm-cm)	Don D. Clement (ad-mga-ram) R. W. St. John (cam)	Orville Ogden (ms)
NEWPORT 6,254	Independent (e) .....*.04		Flat	(I-D) (UP) (J) (5¢, 75¢mo) (Arkansas Dailies, Inc.)	Mrs. A. C. Wilkerson, Pub.	Alfred Givens, Jr. (e-ce) Orville I. Richolson, Jr. (me)	Alfred Givens, Jr. (ne) Mrs. C. L. Farrar (we)	Mrs. A. C. Wilkerson (gm-bm-cm)	Dene Hook (am) Mrs. Pauline Parish (ram-cam)	W. H. Cloninger (ms)
	*No recent circulation figures available.									
PARAGOULD 9,968	Big Picture (m) 4,280 Sunday edition (S) 4,280	.05 .05	Flat Flat	(I) (AP) (5¢, 7¢S, 75¢ mo) (Wallace Witmer Co.)	Wayzgoose Press John J. Mueller, Pub.	L. V. Rhine (eep) Myrl R. Mueller (e) Gilbert Daulton (me) Deloris Mueller (ce)	Gilbert Daulton (ne-Su) Gilbert Daulton (sp) Ruth Woodside (we)	John Mueller (gm) Deloris Mueller (bm) Zula Lofton (cm-com)	Fletcher Dodson (ad)	Ulyess Chambless (ms)
	Press-Soliphone (e) 3,975	.05	Flat	(I) (AP) (5¢, $1mo) (Wallace Witmer Co.)	Daily Press, Inc. Maurice Cathey, Pres.	Wallace L. White (e) Gene Wirges, News Editor	Bill Newsom (sp) Mary Carolyn Paul (we)	Wallace L. White (mga) Bill Hammond (cm)	Ira Woodliff (mga) Bill Hammond (cam)	J. W. Cole (ms)
PINE BLUFF 37,162 37,162-ABC-CZ	Commercial (e) ABC 14,469 Sunday edition (S) ABC 14,801	.10 .10	Flat Flat	(D) (AP) (J) (5¢, 10¢ S) (Arkansas Dailies, Inc.)	Commercial Ptg. Co. E. W. Freeman, Jr., Pres. G. N. Freeman and E. W. Freeman, Jr., Pubs.	G. N. Freeman (eep-e-me) Bill Miles (ce)	E. W. Freeman, III (ne) J. Atkinson (sp) Alice DeWeese (we)	E. W. Freeman, Jr. (gm-bm) Marvin Clay (cm)	Herbert C. Wright (ad)	Leland Smith (ms)
ROGERS 4,962	News (e) 3,289	.05	Flat	(I-D) (AP) (5¢, 15¢w-60¢mo) (Arkansas Dailies, Inc.)	Pate Pub. Co. Everett W. Pate, Pub.	Everett W. Pate (e) C. C. Lambert (me)	Tom Cook (sp) Marjorie Ford (we)	Everett W. Pate (gm) Robert L. Wilkes (cm)	Jim Cocanower (mga) Betty Samuel (cam)	Henry Tonar (ms)
RUSSELLVILLE 8,166	Courier-Democrat (e) 1,963	.04	Flat	(I) (AP, UP) (5¢, 85¢ mo) (Arkansas Dailies, Inc.)	The Courier-Democrat Pub. Co.	Leland Duvall (eep-e-me-ce)	Leland Duvall (ne) Edith K. Wharton (we)	Leland Duvall (gm) Robert Linton (bm-cm)	Robert Linton (ad-mga-ram) Edith Wharton (cam)	Conley Huggler (ms)
SEARCY 6,024	Citizen (e) 1,825	.04	Flat	(D) (AP) (J) (Arkansas Dailies, Inc.)	Citizen Pub. Co.	M. P. Jones, Jr. (e)		M. P. Jones, Jr. (gm) Perrin Jones (cm)	Glenn W. Jones (ad) Maridell McCullough (cam)	Glenn W. Jones (pm) O'Neal Yeager (ms)
SPRINGDALE 5,835	News (e ex Sat.) 3,181	.05	Flat	(D) (UP) (J) (5¢, 20¢w, 87¢mo) (Arkansas Dailies, Inc.)	The Springdale News, Inc. Edw. R. Stafford, Pres., Pub.	Edw. R. Stafford (eep) Mrs. Edw. R. Stafford, Ellis M. Stafford (assoc. eds.)			R. R. Sanders (ad)	
STUTTGART 7,276	Leader & Arkansawyer (e) 2,601	.045	Flat	(I) (AP, UP) (J) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Daily Leader Co., Inc. Ray Kimball, Pres.-Pub.	Calvin Mannen (e)	Garner Allen (ne-sp) Jo Ann Senko (we)	Calvin Mannen (gm) Jennie Allen (cm)	Maude Halley (mga-ram-cam)	Jimmy Humphrey (ms)
TEXARKANA 15,875 (Ark.) 24,753 (Tex.) 51,169-ABC-CZ	Gazette (m) ABC 22,072 News (e) ABC 6,771 Combined daily (me) ABC 28,843 Gazette (S) ABC 26,291	.... .15 .15	.... Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 35¢w) (Arkansas Dailies, Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	J. Q. Mahaffey (e) Paul Lowry (ce)	Lucille Holland (Su) Bob Mundella (sp) Mrs. Jane Ann Dugan (we)	Paul T. Morgan (bm) R. H. Cooper (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CALIFORNIA										
ALAMEDA 64,430	Times-Star (e) 9,487† *.16 when combined with weekly Advertiser, Circulation 20,000. †Sworn March 31, 1954.	.11*		Flat (I-R) (INS, UP) (J) (10¢, $1.25mo) (West-Holliday Co., Inc.)	Alameda Times-Star Pub. Co. Wm. G. Werner Pres., Pub.	G. B. Thrall (eep-me) Don Baxter (e) Tad Spinola (ce)	Don Baxter (ne) Jack Clark (sp) Barbara Stevens (we)	W. G. Werner (gm) Joseph Luczak (bm) Geo. E. Churchill (cm)	W. G. Werner (ad) Ross Bates (ad-mga) Jack Ginley (ram) Jackie Mudge (cam)	Arthur Sabatini (pm) Lou Lippi (apm) C. Gourley (ms)
ALHAMBRA 51,359 51,359-ABC-CZ	Post-Advocate (e) 12,304 *20 1/2¢ In combination with Post Advocate Shopper (Thurs.) *20 1/2¢ In combination with El Monte Five Points Shopper. *20 1/2¢ In combination with Post Advocate Sunday Shopper.	.13*		Flat (R) (AP, UP) (5¢, $1 mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Barton Heiligers, V.P. & Pub.	Barton Heiligers (eep-e) Warner Jenkins (me) Robert Studer (asst. me)	John Bergman (ne) Charles Cherniss (sp) Ruth Baker (we)	Barton Heiligers (gm-bm) S. W. Hensler (cm)	Cornelio Baca (mga-ram) Jack Hathaway (cam)	Barton Heiligers (pm) C. Baca (apm) Dale Hepler (ms)
ANAHEIM 14,556	Bulletin (e) 6,598	.07		Flat (R) (UP) (5¢d, $1.00 mo) (West-Holliday Co., Inc.)	Anaheim Bulletin Pub. Co., Inc. Hazel D. Loudon, Pres. Stanley Loudon & Howard Loudon, Co.-Pub.	Don Shaffer (e-me) Spurgeon Sparks (ce)	Bob Zimmer (sp) Carrie Lou Sutherland (we)	Richard Fischle (gm-bm) Ernest Atkinson (cm)	Wm. Bland (ad-mga-ram) Florence Mohler (cam)	Richard Fischle (pm) Howard Loudon (apm) Stanley Loudon (ms)
ANTIOCH 11,051 11,051-ABC-CZ	Ledger (e ex Sat.) 3,652	.085		Flat (I) (UP) (J) (5¢, $1mo) (Geo. D. Close, Inc.)	Ledger Pub. Co. Albert W. Flaherty, (Pub.-Ed.)					
BAKERSFIELD 34,784 101,696-ABC-CZ	Californian (e) 35,624	.18		Flat (D) (AP, INS, UP) (J) (7¢, $1.50mo) (West-Holliday Co., Inc.)	The Bakersfield Californian Corp. Walter Kane, Pub.	Ralph Kreiser (eep) Walter Kane (e) Murray Arnold (ce) Jim Day (me)	Jim Day (ne) Walt Little (sp) Beth Henley (we)	Walter Kane (gm-bm) J. L. Meservey (cm)	George DeArmond (ad-mga-ram-cam)	Walter Kane (pm-apm) Elmer Forgy (ms)
BERKELEY 113,805 137,810-ABC-CZ	Gazette (1) (e) 15,534 *.175 when combined with weekly shopping news.	.12*		Flat (R) (AP, UP) (10¢, $1.50mo) (Doyle & Hawley)	Berkeley Gazette Pub. Co. George B. Dunscomb, Pres.-Pub. Ralph W. Frankis, Ass't. Pub.	John R. Ward (eep-me) Geo. B. Dunscomb (e) Everett Johannes (ce)	Jean R. Paulson (ne) J. R. Scott (sp) Jan Matheson (we)	Paul S. Moffatt (bm) Bryce Brooks (cm)	Al Horn (ad) Willard B. Alton (apm) Phyllis Ryan (cam)	
BEVERLY HILLS 29,032	Newslife (e ex Sat) 10,422	.14		Flat (I) (UP) (5¢, $1mo) (Gilman Nicoll & Ruthman)	Beverly Hills, Citizen Publishing Co. Lowell E. Jessen, Pres.-Pub.	Lowell E. Jessen (e) T. G. Wood (me)	T. G. Wood (ne) Bill Reeder (sp) Wanda Phillips (we)	Lowell E. Jessen (gm) Bernard Hoye (cm)	Hugh Baumberger (ad) Andrew Post (cam)	
BRAWLEY 11,922	News (e) 3,649	.06		Flat (I) (UP) (J) (7¢, $1.50 mo) (West-Holliday Co., Inc.)	Brawley News Pub. Co., Inc. Paul A. Jenkins, Pres. Paul A. Jenkins & Ray Barnes, Co.-Pub.	Ray Barnes (e)	Drew West (sp) Suzanne Ressler (we)	Carl W. Schooss (bm) William Downing (cm)	Forrest Doucette (ad-mga-ram) Carole Harbert (cam)	Forrest Doucette (pm-apm) Ben Baumer (ms)
BURBANK 78,577 78,577-ABC-CZ	Review (e) 3,863 *.16 when combined with weekly Review Shopper (Thurs.) Circulation 42,025	.08*		Flat (I) (AP, UP) (5¢, $1 mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres.	Tom Hageman (me) Peter Giannettino (ce)	Peter Giannettino (ne) F. Farrell (sp) Wanda Owen (we)	Warren Taylor (gm) Bert Tiffany (cm)	Jack Gruden (mga) Ed Dunn (cam)	Jack Gruden (apm)
BURLINGAME 19,886 65,220-ABC-CZ	Advance Star (e) 7,014 *18 when combined with weekly Advance Shopper (Thu.), Circulation 37,550.	.12*		Flat (I) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Peninsula Newspapers, Inc. George F. Morell, Pres. Eugene C. Bishop, V.P.-Gen.Mgr. James A. Wood, Pub.	Robert H. Hardgrove (eep-e)	Bryce Anderson (ne) Howard Carr (sp) Dawn Hill (we)	L. W. Critchley (bm) Frank J. O'Neill (cm)	William S. Babb (mga-ram) Elizabeth Case (cam)	L. W. Critchley (pm-apm) Howard G. Wolaver (ms)
CHICO 12,272 18,784-ABC-CZ	Enterprise-Record (e) 10,867	.09		Flat (I) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Enterprise Pub. Co. Inc. A. W. Bramwell, Pres.-Pub.	W. N. Lee (me) Milan Murray (ce)	Eddie Booth (sp)	Lester H. Earle (cm)	Arch Nichols (ad-mga) Robert Carlile (ram)	L. E. Broyles (ms)
COLTON 14,465	Courier (e ex Sat.) 2,515	.06		Flat (I) (UP) (J) (5¢, $1.00 mo) (none)	Courier Enterprises Charles K. Dooley, Pub.	Charles K. Dooley (eep) Bob Harrison (ce)	Robert Harrison (sp) Veleta Bornfelt (we)	Charles K. Dooley (bm) Bob Harrison (cm)	Charles K. Dooley (ad) Geri Dooley (cam)	Richard Cowden (ms)
COLUSA 3,031	Sun-Herald (e) 2,431	.05		Flat (I) (UP) (J) (5¢, 70¢ mo, $7 yr) (West-Holliday Co., Inc.)	Mrs Martha Holloway, Pub.	Wilbur G. Brill (eep-e-me-ce)	W. G. Brill (ne) Denis Richter (ap) Joan Stewart (we)	J. H. Athearn (gm) Maxine H. Brill (bm) E. C. Kindred (cm)	Denis Richter (ad-mga-ram) M. H. Brill (cam)	Lewis Cale (apm) Glen Wise (ms) Lila Lee Wilsey (pm)
COMPTON 55,645	Star-Journal (m) ..... Sunday edition (S)	.11 .11		Flat (5¢d, 10¢S) (George D. Close Co.) Flat	Duane W. Robinson, Pub.	Stewart Robertson (e)			Ernie Uzardo (nam)	
CORNING 2,536	Observer (e ex Sat.) 1,624	.055		Flat (I) (UP) (J) (5¢, 25¢w, 60¢mo.) (none)	Corning Observer Eugene Barnes, Pres. Mr. & Mrs. Eugene Barnes, Co-Publishers					
CORONA 10,223 10,223-ABC-CZ	Independent (e ex Sat.) 2,686	.06		Flat (I) (UP) (J) (7¢, 95¢ mo) (Geo. D. Close Co.)	Daily Independent J. C. and Justin Hammond, Pubs.	J. C. Hammond (eep-e-me-ce)	J. C. Hammond (ne) Helen Parker (sp) Juanita Bachand (we)	Justin Hammond (gm) Harry R. Sothcott (bm) Hal Foreman (cm)	Justin Hammond (mga) E. E. Hammond (ad-ram) Harry Sothcott (cam)	Harry Sothcott (pm) E. E. Hammond (apm) A. L. Reinert (ms)
CULVER CITY & VENICE 19,720 105,837-ABC-CZ	Star-News (e) 4,226 Vanguard (Venice Edition of Star-News) (e) 630 Combined daily (Comb) 4,856 *When combined with Shopping News (4 zones—Culver Palms, 16, 450; Mar Vista, 15,600; Venice, 9,850; Baldwin Hills, 4,465) add .025 each zone.	.... .08*	.... Flat	(R) (AP, UP) (5¢, $1.00mo) (West-Holliday Co., Inc.)	So. Calif. Assoc. Newspapers Robert L. Curry, Pub. Alden C. Waite, Pres.	Robert L. Curry (e) W. D. McGlasson (me) Helen Black (ce)	W. D. McGlasson (ne) Chas. Keeley, Jr. (sp) Jane Haynes (we)	Robert L. Curry (gm) Dave Duncan (bm) Denny C. Hough (cm)	Herbert G. Gulick (ad) Arthur Carlson (cam)	Herbert G. Gulick (pm) Earl Leavitt (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
EL CENTRO 12,590	Post (m ex Mon.) 1,269 Imperial Valley Press (e ex Sat.) 6,195 Combined daily (me) 7,464 Post-Press (S) 7,464	.... .09 .09	.... Flat Flat	(I) (AP) (J) (7¢, 7¢S, $1.50mo) (West-Holliday Co., Inc.)	Imperial Valley Pub. Co. Paul A. Jenkins, Pres. Paul A. Jenkins-Carl W. Schooss co-Pub.	Paul A. Jenkins (eep-e) Dave Galloway (me)	Dave Galloway (ne-Su) Mac Savitt (sp) Barbara Sullivan (we)	Carl W. Schooss (gm-bm) James Rapson (cm)	Ralph Powell (ad-mga-ram) Leo Priest (cam)	Carl W. Schooss (pm) Ralph Powell (apm) Harold Larson (ms)
ESCONDIDO 8,269 (1953 Spec. Census)	Times-Advocate (e) 4,427	.065*	Flat	(I) (UP) (J) (5¢, 65¢ mo) (none)	Speers & McClintock Fred W. Speers and H. R. McClintock Co.-Pubs.	Fred W. Speers (e) Ron Kenney (ce)	Eloise Duvel Perkins (ne) Bob Romaker (sp) Jody Butler (we)	Bert McClintock (bm) Tom O'Neill (cm)	Bert McClintock (mga) Hoyte Smithers (ram) Diane Hall (cam)	Ted Watterson (apm) Ralph Shriner (ms)
*.085 when combined with weekly Times-Advocate. When combined with weekly edition and Escondido Free Press (Wed.) .10 per line.										
EUREKA 23,058 29,759-ABC-CZ	Humboldt Times (m ex Mon.) ⓔ 9,633 Humboldt Standard (e) ⓔ 12,447 Combined daily (me) ⓔ 22,080 Humboldt Times (S) ⓔ 12,422 Evening & Sunday (eS) ⓔ 24,869	.... .15 ..... .15	.... Flat ..... Flat	(R) (AP, UP) (10¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	The Eureka Newspapers, Inc. Don O'Kane, Pres.-Pub.	F. F. Flaherty (eep-me-HS) Elmer Hodgkinson (me-HT)	Scoop Beal (sp-HS) Al Tostado (sp-HT) Margaret Delaney (we-HT) Diane Anderson (we-HS)	Don O'Kane (gm-bm) John Harvey (cm)	C. B. Otis (ad) Jack Collier (mga) J. L. Mellinger (ram) Leonard J. Bentz (cam)	Leslie Ryan (ms)
FONTANA 13,237 (Township)	Herald-News (e ex Sat.) 3,126	.08	Flat	(I) (UP) (5¢, $1.00 mo.) (J) (none)	Fontana Herald Pub. Co., Ltd. William R. Fitzgerald, Pub.	Wilbur Mackey (eep-e-me) James B. Conner (ce)	Mrs. Myrtle Saugstad (we)	Wilbur Mackey (gm) Ed Stremming (cm)	Ernest Kiss (ram) Mrs. Maureen Brannis (cam)	.....
FRESNO 91,669 156,593-ABC-CZ	Bee (22) (e) ⓔ 90,714 Sunday edition (S) ⓔ 99,157	.30 .30	Flat	(AP, McNS, UP) (10¢ 15¢S, $1.75mo-d&S) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers, Inc. Eleanor McClatchy, Pres.	Walter P. Jones (e) Wm. E. Lockwood (me) Geo. Popovich (ce)	O. Q. Miller (ne) Ed Orman (sp) Dorothy Hill (we)	Ralph W. Millard (bm) Olen Rehm (cm)	Max Armstrong (adv. mgr.) Jay Loughner (mga) Wm. Kaiser (ram) Roy Peterson (cam)	Don Trabing (pm)
FULLERTON 13,958 27,546 (Spec. U. S. '54 Census) 22,779-ABC '53-CZ	News-Tribune (e) ⓔ 5,929	.06	Flat	(I) (UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Fullerton Pub. Co. Edgar F. Elfstrom, Pres.-Pub.	Leif Johnson (me) Martin Bentson (ce)	Harold R. Zimmer (sp) Marjorie Jackson (we)	Wilmer N. Long (bm) Norman G. Frank (cm)	Wilmer N. Long (ad) Margaret B. Elliot (mga) Folger A. Totter (cam)	Wm. Hilser (ms)
GILROY 5,350	Dispatch (e ex Sat.) 2,792	.06	Flat	(I-D) (UP) (J) (5¢, $1.00mo) (West-Holliday Co., Inc.)	Gilroy Dispatch Pub. Co. Joseph C. Houghteling, Pres. George R. Kane, Pub.	George R. Kane (e)	John Carruth (ne) John Carruth (sp) Gertrude Lake (we)	George R. Kane (gm)	George R. Kane (ad) Joseph Blake (ram)	George R. Kane (pm)
GLENDALE 95,702 105,104-ABC-CZ	News-Press (e) ⓔ 18,207	.16*	Flat	(R) (AP, UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden C. Waite, Pres. Carroll W. Parcher, Pub.	Carroll W. Parcher (eep-e) H. H. Everett (ce)	H. J. Libby (ne) Al Ames (sp) Betty Preston (we)	Walter C. Cook (bm) W. E. Buhrle (cm)	Joe McGreal (mga) Hoty Cater (ram) Roy B. Johnson (cam)	Jean Brehaf (pm)
*.22 when combined with weekly News-Press Shopper.										
GRASS VALLEY-NEVADA CITY 5,283 Grass Valley 2,505 Nevada City	Union (e) 4,097	.06	Flat	(R) (AP) (J) (5¢, $1mo) (Cresmer & Woodward, Inc.)	Union Pub. Co. Robert T. Ingram, Pres. Robert T. Ingram and Earl J. Caddy, Co-Pubs.	Axel Gravander (eep) Robert T. Ingram (e-me-ce)	Wm. Martley (ne) Wm. Martley (sp)	Earl J. Caddy (gm-bm) M. Henry Argall (bm) Cliff Mahaffey (cm)	Earl J. Caddy (ad-mga-ram) Norma Callino (cam)	Kenneth Green (ms)
HANFORD 10,028	Journal (m ex Mon.) 345 Sentinel (e) 6,695 Combined daily (me) 7,040 Journal (S) 345 Evening & Sunday (eS) 7,040	.... .075 ..... .075	.... Flat ..... Flat	(I) (INS, UP) (5¢, 5¢S, $1.25mo) (West-Holliday Co., Inc.)	Hanford Sentinel & Journal Earl J. Fenston, Pub.	Julius Jacobs (eep-me) Sam Stafford (ce)	Earl Smith (sp) Willeta C. Regan (we)	Earl J. Fenston (gm-bm) Glenda Drennen (cm)	Frank E. Newton (ad) Margaret Herbert (cam)	Floyd Wise (ma)
HAYWARD 14,272	Review (e) 10,383	.10*	Flat	(I) (UP) (INS) (5¢, $1.30mo) (none)	The Daily Review, Inc. Floyd L. Sparks, Pres.	George Lower (eep-e)	Bill Keller (ne) Dwain Esper (sp) Dorothy Cuthbertson (we)	M. Scott (cm)	Wm. Chilcote (mga) Carol Olson (cam)	Wm. Chilcote (pm)
*.205 when combined with Weekly Shopping News.										
HOLLISTER 4,903	Free Lance (e) 2,784	.055	Flat	(R) (UP) (J) (5¢, 75¢-mo) (West-Holliday Co., Inc.)	Evening Free Lance Millard F. Hoyle, Pub.	Harry Britton (e) Jon Spivak (ce)	Harry Britton (sp) Margaret Doan (we)	Millard F. Hoyle (gm)	Pete Schroth (ad) Paul Ryan (cam)	Pete Borovich (ms)
HOLLYWOOD (Part of Los Angeles) 165,501-ABC-CZ	Citizen-News (28) (e) ⓔ 35,228	.22*	Flat	(I) (AP, UP) (J) (5¢, $1.25mo) (Story, Brooks & Finley, Inc.)	Citizen-News Co. Harlan G. Palmer, Pres.-Pub.	Harlan G. Palmer (eep-e) Harlan G. Palmer, Jr. (me) Harold Hubbard (ce)	Harold Hubbard (ne) Bob Panella (sp) Ursula Bauman (we)	Harlan G. Palmer (gm) T. Harwood Young (bm) C. M. Rippeto (cm)	T. Harwood Young (ad) Jack Lucas (mga) John Badovinac (ram) I. M. Reid (cam)	Harold D. Winn (ms)
*.60 when combined with Advertiser (Thursday and Sundays), circulation 260,344.										
HUNTINGTON PARK 29,450 117,462-ABC-CZ	Signal (e) ⓔ 22,068	.15*	Flat	(I) (UP) (J) (5¢d, 1.00-mo) Gilman, Nicoll, & Ruthman, Inc.	Huntington Park Daily Signal Le Roy Sanders, Jr., Assoc. Pub.	John Dennis (e)	.....	H. C. Vanderhook (gm) Hal Tennant (cm)	Douglas Anderson (ram) (ad)	F. L. Brown (ms)
*.20 when combined with weekly shopping news (Thurs.)										
INGLEWOOD 46,185	News (5) (e) 11,385	.09	Flat	(I) (UP) (5¢, $1-mo) (West-Holliday Co., Inc.)	Inglewood Daily News, Inc. Edwin W. Dean, Pres.-Pub.	Edwin W. Dean (eep-e) Robert O. Vincent (me) Kurt Leipman (ce)	Bob Benoit (sp) Vivian Willits (we)	Edwin W. Dean (gm) M. Lucile Beeler (bm) Wm. W. Lennartz (cm)	Carl Lennartz (ad) Harold E. Maher (cam)	Conrad Schnerk (ms)
LODI 13,798	News-Sentinel (m) 6,968	.07	Flat	(I) (UP) (5¢, 75¢mo) (West-Holliday Co., Inc.)	Lodi News-Sentinel Clyde C. Church, Pub.	A. W. Marquardt (e) Norris C. Mills (ce)	Carl Underwood (sp)	Clyde C. Church (gm) Wenzel Kraemer (cm)	Del B. Rinfret (mga) James Harrah (ad) Hilda J. Wentland (cam)	Paul Lerindegui (ms)
LONG BEACH 250,767 285,502-ABC-CZ	Independent Press-Telegram (1) (m) ⓔ 40,008 Evening edition (e) ⓔ 92,228 Combined daily (me) ⓔ 132,236 Sunday edition (S) ⓔ 121,410	.... .45 .43	.... Flat Flat	(I-R) (AP, UP) (10¢, 15¢S, $1.75mo-m, $2.00mo-e) (Ridder-Johns, Inc.	Twin Coast Newspapers, Inc. Herman H. Ridder Pub.	L. A. Collins, Sr. (eep-I) Malcolm Epley (eep-pt) L. A. Collins, Jr. (me) H. F. Burmester (e) George Flowers (ce-P-T) D. Ohl (ce-I)	Miles Sines (ne-PT) Sterling Bemis (Su) David R. Lewis (sp-I) Dick Zehms, (sp-PT) Mary Lou Zehms-Betty Carey Wentworth (we)	S. C. Cameron (gm) C. E. Phillips (bm) Lee Williams (cm)	Warren S. Mitchell (ad) Wade L. Maplethorpe (mga) Don L. Nutter (ram) Lois G. Smith (cam)	Ralph Taylor (pm)



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but she **BUYS** from her
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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LOS ANGELES 1,970,358 2,590,677-ABC-CZ	Examiner (m) 328,698* Sunday edition (S) 691,853* *March 31, 1954.	.80 1.40	Flat Flat	(I) (AP, DJ, INS, NANA) (10¢, 20¢S, 52¢w, $2.25mo) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. R. A. Carrington, Jr. Pub.	Warden Woolard (eep-e) James H. Richardson (ce)	R. C. Vaughan (ne) Alex Cuscaden (Su) Al Santoro (sp)	Robt. M. Mount (bm) John Black (cm) E. W. Hedland (com)	S. P. Bartlett (ad-Dir) Charles Horn (cam)	Dave Brandman (pm) C. O. Davis (apm) Milton Torell (ms)
	Herald & Express (15) (e ex Sat.) 312,796 Saturday edition (Sat.) 258,345	.78 .78	Flat Flat	(I) (AP, INS, UP, DJ) (10¢d, $1.75mo) (Moloney, Regan & Schmitt, Inc.)	Hearst Pub. Co., Inc. David W. Hearst, Pub.	Lewis S. Young (eep) H. H. Krauch (me) Agness Underwood (ce)	Lyle Abbott (ne) George T. Davis (sp) Anne T. Smith (we)	Donald G. Keeler (gm) V. F. Dunsmore (bm) Ted Aust (cm)	Neil S. Hellis (ad) Robt. J. Simon (mga) Roy Walker (ram) George Lancaster (cam)	Carl Hammons (pm-apm) Harry Messina (ms)
	Mirror (e ex Sat.) 221,226 Saturday edition (Sat.) 201,709	.68 .68	Flat Flat	(I) (AP, CDN) (J) (10¢, $1.75mo) (O'Mara & Ormsbee, Inc.)	The Times-Mirror Co. Norman Chandler, Pres. Philip Chandler, Vice Pres. Virgil Pinkley, Pub.	Phillip H. Ault (eep) Virgil Pinkley (e) J. Edward Murray (me) James Bassett (ce)	Wm. E. Holzhauser (ne) Sid Ziff (sp) Muriel Barnett (we)	Philip Chandler (gm) M. W. Reimer (am) Frank Cross (cm) H. W. Bower (com)	F. W. Noble (mga) R. M. Kozek (ram)	E. J. Reap (pm) C. R. Hutchinson (prod. mgr) Fred Selzer (rd)
	Times (53) (m) 403,491 Sunday edition (S) 787,051 San Gabriel Valley Section (S)	.90 1.51 .33	Flat Flat Flat	(R) (AP, DJ, UP, RN, CT-NYN, NYT) (*) (J) (10¢, 20¢S, $2.25 mo) (Cresmer & Woodward, Inc.)	The Times-Mirror Co. Norman Chandler, Pres.-Pub. Philip Chandler, Vice-Pres.-Gen Mgr.	K. W. Smith (eep) L. D. Hotchkiss (e-me) Hugh A. Lewis (ce)	Leonard Roan (ne-d) Morton B. Helm (ne-n) James Toland (Su) Paul Zimmerman (sp) Cordell Hicks (we)	Philip Chandler (gm) R. F. Marx (cm)	Emile A. Hartford (ad) H. B. Jette (mga) L. L. Menhinick (ram) O. L. Huribert (cam)	Edward Reap (pm-apm) Glen Hutchinson (ms)
LOS GATOS 4,907	Times (e ex Sat.) 2,531	.065	Flat	(I-D) (UP) (J) (5¢, $1.00mo) West-Holliday	Los Gatos Times, Inc. Joseph C. Houghteling, Pres. Jos. C. Houghteling & Patrick H. Peabody, (Co-Pubs.)	Jos. C. Houghteling (e-me) Don DeMain (ce)	Sam Hanson (ne) John S. Baggerly (sp) Gene Johnson (we)	Ed. R. Bauer (gm) Charles Baxter (cm)	Ed Bauer (ad) James Shouse (ram)	Jack Gibson (ms)
MADERA 10,497 12,706 (Spec. U. S. '53 Census)	News-Tribune (e) 4,021	.07	Flat	(I) (UP) (7¢, 28¢w, $1.15mo) (West-Holliday Co., Inc.)	Dean S. Lesher & Family Dean S. Lesher, Pub.	Rick Raphael (me)	Bob Womack (sp) Lotus East (we)	Keith Emenegger (gm) Gene Gaither (cm)	.....	Wesley Ellis (ms)
MARTINEZ 8,268	Contra Costa Gazette (e ex Sat.) 7,082	.08	Flat	(R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Contra Costa Pub. Co. Wm. R. Sharkey, Jr., Pub.-Pres.	James T. Ritch (me)	.....	Wm. R. Sharkey, Jr. (gm) Dale Bissell (cm)	Fred Warnholz (ad-mga-ram) W. H. Hexner (cam)	Fred Warnholz (pm-apm) N. Ripley (ms)
MARYSVILLE-YUBA CITY 7,826 Marysville 7,861 Yuba City 8,780 (Yuba City Spec. '53 Census) 23,765-ABC-CZ	Appeal-Democrat (e) 12,515	.10	Flat	(I) (UP) (5¢, $1.25 mo) (West Holliday Co., Inc.)	Appeal-Democrat R. C. Hoiles, Pres. R. C. Hardie, Pub.	Wm. J. Monahan (eep-me) Robert C. Hardie (e) Warren Thornton (ce)	Warren Thornton (ne) Eugene Tarnowsky (sp) Betty Jo Hicks (we)	R. C. Hardie (gm-bm) Adelade Bell (cm)	Robert May (ad-mga-ram) Jane C. Smith (cam)	Robert May (pm-apm) Alton Omenson (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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LOS ANGELES TIMES

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MERCED 15,278	Sun-Star (e) 12,101*	.10	Flat (I) (UP) (7¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Lesher Newspapers Dean Lesher, Pres.-Pub.	Clifford Schlegel (e-me) Don Keown (ce)	James Carmichael (ne) Harry Stoekel (sp) Sibyl Groves (we)	D. S. Lesher (gm) Paul Snider (bm) Gene Carpenter (cm)	Robert E. Stewart (ad) Pat Morris (mga) James O'Sullivan (ram) Jean Keller (cam)	Charles Sutton (apm) Manuel Gutterriez (ms)
	*Sworn 3-31-54								
MODESTO 17,389 54,857-ABC-CZ	Bee (e) ⓐ 30,105	.17	Flat (I) (AP, UP, INS, McNS) (10¢, $1.50 mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Harry E. Conway (me) Otto N. Schroder (ce)	James A. Roach (sp)	W. B. O'Shea (bm) Carlo Bua (cm)	James D. Harding (adv. mgr.) Harry W. Millard (cam)	
MONROVIA 20,186 23,408 (Spec. U. S. '53 Census) 56,543-ABC-CZ	News-Post (e) ⓐ 7,851	.08*	Flat (I-R) (AP, UP) (5¢, $1mo) (West Holliday Co., Inc.)	Daily News-Post Chas. F. Davis, Pub.	Elwood Irwin (e-me) Geo. Gerhardt (Exec.Ed)	Ed Jacoubowsky (sp) Nancy Crowell (we)	Chas. F. Davis (gm) David G. Holmes (cm)	A. F. Grimes (ad-mgr) John Flood (cam)	Chas. H. Ellsworth (ms)
	*.10 in combination with weekly Pick-up Shopper, circulation 17,000.								
MONTEREY 16,205 19,464 (Spec. U. S. '53 Census) 42,334-ABC-CZ	Peninsula Herald (e) ⓐ 16,522	.12	Flat (I) (AP, UP) (7¢, $1.50mo) (West-Holliday Co., Inc.)	Peninsula Daily Herald Co., Inc. Allen Griffin, Pres.-Pub.	Allen Griffin (e) Edward Kennedy (e-ep-asst. ed. & Pub.) Ted Durein (me) James G. Costello (ce)	David Leonard (ne) Bob Bullock (sp) Evelyn Londahl (we)	Jas. G. Merbs (bm) James Boger (cm)	Fred Hawes (ad) Nancy Cal (mga) Larry Morris (cam)	Howard Fitzsimmons (ms)
MOUNTAIN VIEW 6,568 10,072 (1952 U. S. sp. Census)	Register (e ex Mon. & Sat.) 2,717	.08*	.10S (I) (AP) (5¢, 10¢S, $1.00mo) (none)	Richard W. Nowels, Pub.	R. A. Maxwell (e)	R. A. Maxwell (ne) Rita Young (we)	Richard W. Nowels (gm) Wallace Jewett (cm)	O. K. Thomassen (ad) Robt. McQueen (ram) Lillian Goodare (cam)	
	Register-Leader (S) 2,717	.08							
	*.11 in combination with Shopping News, combined circulation 10,572								
NAPA 13,579 20,958-ABC-CZ	Register (e) ⓐ 10,791	.09	Flat (I) (AP, UP) (ROP-I) (5¢, $1.00mo) (West Holiday Co., Inc.)	The Napa Register Geo. H. Francis and Whitfield Griffiths, Pubs.	Whitfield Griffiths (eep-e-me) Arthur McKay (ce)	Arthur McKay (ne) Bud Tucker (sp) Astrid Edington (we)	Whitfield Griffiths (gm) Paul Donovan (bm) Maurice Stallings (cm)	Vincent Hale (ad-mga-ram) Janet Rode (cam)	Vincent Hale (apm) William Cross (ms)
NORTH HOLLYWOOD——See San Fernando Valley									
OAKLAND 384,575 620,963-ABC-CZ	Tribune (4) (e) ⓐ 187,624	.60	Flat (R) (AP, CDN, NYHT, UP) (J) (10¢ 20¢S, & S, $2mo) (Cresmer & Woodward Co.)	The Tribune Pub. Co. J. R. Knowland, Pub.	Raymond Lawrence (eep) Joseph R. Knowland (e) Leo S. Levy (me) Alfred P. Reck (ce)	John Mason (ne) Walter Bodin (Su) Allan Ward (sp) Lyda Brockhagen (we)	Bruno A. Forsterer (gm) John H. McCourtney (cm)	J. O. Wright (ad) Cliff Irish (mga) M. B. Lilja (ram) M. J. A. McDonald (cam)	Walter A. Brown (pm) A. C. Phelps (ms)
	Sunday edition (S) ⓐ 209,491	.62	Flat						
OCEANSIDE 12,881 18,377 (Spec. U. S. '52 Census)	Blade-Tribune (e ex Sat.) 3,790	.07	Flat (I) (UP) (10¢) (none)	Thomas W. Braden Pub.	Gerald J. Brown (ce)	Cam Miller (sp) Phyllis Fredkin (we)	Edward S. Ridley (bm) Burt Hobbs (cm)	Stephen F. Underwood (ad)	John Ronsse (ms)
ONTARIO-UPLAND 22,872 Ontario 26,279 (Spec. U. S. '52 Census) 9,203 Upland 11,104 (Spec. U. S. '53 Census) 37,383-ABC-CZ	Report (e) ⓐ 13,004	.09	Flat (I) (AP, UP) (10¢ $1.40mo) (West-Holliday Co., Inc.)	The Daily Report Co. Mrs. Jerene Appleby Harnish, Pres.-Pub.	Mrs. Jerene Appleby Harnish (eep-e) Quay House (me-ce)	Curtis Clay (ne) James Bryant (sp) Dolores Davis (we)	C. R. Appleby (bm) Ernest Atkinson (cm)	J. A. Downey (ad) Philip A. Sawyer (ram) C. R. Appleby (mga) Leonard Bentz (cam)	Walter Axley (ms)
ORANGE 12,463 (Spec. Cen. 1952)	News (e ex Sat) 3,618	.06	Flat (I-R) (UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Orange Daily News C. O. Voigt, Pub.	C. O. Voight (eep-e) Bill Cary (me) Helen Abood (ce)	Bill Cary (ne) Dick Arbenz (sp) Amy R. Palmiter (we)	C. O. Voigt (gm-bm) John Altonn (cm)	Don McGranahan (ad-ram) Mildred Chamberlin (cam)	Cecil J. A. Mailbach C. O. Voigt (pm)
OROVILLE 5,387	Mercury-Register (e) 4,581	.06	Flat (I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Oroville Mercury Co. Dan. L. Beebe, Pub.	Dan L. Beebe (e) Charles Randolph (asst. Pub.) Wayne Williams (ce)	Wm. Talbitzer (sp) Allice Biffle (we)	Dan L. Beebe, Jr. (cm)	Bye Magnuson (ram)	Phil N. Hefner (ms)
OXNARD 21,567 26,353 (Spec. U. S. '52 Census)	Press-Courier (e) 7,253	.08	Flat (I) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Oxnard Press-Courier Co., Inc. Mrs. George Grimes, Pres. George Grimes, Pub.	George Grimes (e) Lee Grimes (me) Martin Rossman (ce)	Harold Totten (sp) Betty Jane Metzler (we)	George Grimes (gm) Lewis Peterson (cm)	Thomas M. Grimes (ad) Charles E. Crowley (mga) J. E. Suite (ram) Robert Holland (cam)	T. M. Metzger (pm) Harold Conley (ms)
PALO ALTO 25,475 33,753 (Sp. U. S. '53 Census) 55,756-'53 ABC-CZ	Times (e) ⓐ 22,461	.16	Flat (I) (AP) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Gen. Mgr. Harry L. Millet, Pub.	Alexander S. Bodi (e) B. Haight (ce)	J. L. Silvey (ne) Walter Gamage (sp) Cornelia Matijasevich (we)	Charles Tyler (bm) A. Rehm (cm)	Jack Hieronymus (mga) T. E. Bogardus (cam)	Jack Hieronymus (apm) W. P. Carlile (ms)
PASADENA 104,577 151,909-ABC-CZ	Independent (1) (m ex Sat.) ⓐ 33,872	.17	Flat (I) (INS, DJ, UP) (J) (5¢, 10¢S, $1mo) Doyle & Hawley	Pasadena Independent Emer D. Bates, Pres.-Pub.	F. G. Runyon (e) Ed Essertier (me) Bill Sumner (ce)	M. Bird (ne) R. Leadabrand (Su) R. Shafer (sp) Kim Blair (we)	R. F. Krueger (bm) H. G. Wilson (cm) E. M. Seals (com)	R. F. Krueger (ad) S. L. Hayward (mga) June Grant (cam) Elizabeth Churchill (cam)	George Hall (ms)
	Sunday edition (S) ⓐ 35,503	.17	Flat						
	Star-News (e) ⓐ 39,243	.21	Flat (I-R) (AP, UP) (J) (7¢, 10¢S, $1.75mo) (Cresmer & Woodward, Inc.)	Pasadena Star-News Pub. Co. W. F. Prisk, Ch. Bd. Pub. Neva Prisk Paddock, Pres. Assoc. Pub.	Lee M. Merriman (e) Arnold Huss (me)	Stanley Farquharson (ce) Chas. Williams (Su) Rube Samuelson (sp) Ruth Billheimer (we)	Elwood Williams (bm) Robt. J. Lippiatt (cm)	Wm. Lines (mga) Mitchell J. Anthony (ram) Reginald Gillmore (cam)	Lee Smith (pm)
	Sunday edition (S) ⓐ 38,795	.21	Flat						
PASO ROBLES 4,835 6,148 (Spec. U. S. '52 Census)	Press (e ex Sat.) 3,151*	.06	Flat (I) (UP) (J) (5¢, 90¢ mo) (Western Dailies)	Press Advertiser Co. Thomas J. Barry, Pub.	Thomas J. Barry (eep-e) T. L. Baird (ce)	T. L. Baird (ne) N. H. Colby (sp) Joanne S. Barry (we)	Larry Regan (cm)	K. F. Moffett (mga)	
	*Sworn March 31, 1954.								
PETALUMA 10,315	Argus-Courier (e) 5,070	.07	Flat (R) (AP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	The Olmsted Co. Duncan H. Olmsted, Pub.	Duncan H. Olmsted (eep-e-me) Clarence Stevens (ce)	Clarence Stevens (ne-sp) Lura A. Frati (we)	Duncan H. Olmsted (gm-bm) Roger Esteves (cm)	John A. Olmsted, Jr. (ad-mga-ram) Earl Tibbets (cam)	S. Clay Olmsted (ms)
PITTSBURG 12,763	Post-Dispatch & Independent (e ex Sat.) 5,086	.07*	Flat (I) (UP) (J) (7¢, $1.25 mo) (West-Holliday Co., Inc.)	Post-Dispatch Co. Mrs. Ted Bishop and Mrs. Louis Meyer, Publishers	Mrs. Ted Bishop (e) Neil Dixon (me)	Charles Zeno, Jr. (sp) Mary Ericsson (we)	David Preston (cm)	R. Roger Reeve (ad) E. Marchus (cam)	Ralph Davis (ms)
	.13 when combined with weekly Sentinel, circulation 17,220.								

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
POMONA 35,405 44,669 (Sp. U. S. 1953 Census) 45,930-ABC-CZ	Progress-Bulletin (e) ⓒ 18,497	.11		Flat (I-R) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Progress Bulletin Pub. Co. A. T. Richardson, Pres.	A. T. Richardson (eep-e) Theodore Johnson (me) Joe Gendron (ce)	David C. Meiklejohn (ne) Jack Sloan (sp) Mrs. Winifred Buckley (we)	Chas. T. Richardson (bm) Richard Bessent (cm)	James K. Peirsol (ad-mga) Ralph Pohl (ram) Kenneth Boughton (cam)	M. A. Johnson (ms)
PORTERVILLE 6,904	Recorder (e)	3,048	.055	Flat (I) (UP) (J) (5¢) (none)	Homer W. Wood, d.b.a. Porterville Evening Recorder Homer W. Wood, Pub.	Homer W. Wood (eep-e) Henry C. Brock (me) Lee Clearman (ce)	Henry C. Brock (ne) Lee Clearman (sp) Harriet Walsh (we)	Homer W. Wood (gm) Alice C. McAuley (bm) Beatrice Vander Noor (cm)	Alice C. McAuley (mga)	Clayton Kuntz (ms)
RED BLUFF 4,905	News (e)	3,892	.055	Flat (R) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Mr. Marion S. Walker Pub.	Marion S. Walker (e) Nelson R. Wilson (me)	Wayne Capps (sp) Mrs. Ella Hendricks (we)	Mrs. Opal Tucker (bm)	Mrs. Opal Tucker (ad-mga)	Sam H. Hall (ms)
REDDING 10,256 11,808 (Sp. U. S. 1954 Census) 16,256-ABC-CZ	Record-Searchlight (e) ⓒ 10,977	.09		Flat (I) (AP) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Redding Record, Inc. (a John P. Scripps newspaper)	Paul C. Bodenhamer (eep-e) George L. Brand (me)	George Jensen (sp) Mrs. Margaret Galloway (we)	Carey D. Guichard (bm) D. H. Fado (cm)	Loren L. Nicholson (ad) Mrs. Sue Vinita (cam)	Virgil Neal (ms)
REDLANDS 18,429 20,022 (Spec. U. S. '53 Census)	Facts (e)	4,433	.065	Flat (R) (UP) (5¢, $1.25mo) (none)	Redlands Daily Facts Wm. G. Moore, Pub.	Frank E. Moore (e)	Cecil E. Arthur (sp) Josephine Reay (we)	Wm. G. Moore (gm) Orville Sherrard (cm)	D. deV. Ditwiler (ad-mga-cam)	.....
REDONDO BEACH 25,226 35,706 ('53 spec. census) 64,862-ABC-CZ	Breeze (e)	14,731	.10*	Flat (R) (AP, UP) (5¢, $1 mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. F. S. Haynes, Pub.	F. S. Haynes (e) S. C. Stewart (me)	Henry Burke (sp) Elizabeth Wimmer (we)	F. S. Haynes (gm) J. F. Moore (bm) Robt. Macklin (cm)	Lloyd Nicholson (ad-mga-ram) Mrs. Leo Trembley (cam)	Fritz Kaessinger (ms)
	*.13 in combination with weekly Breeze Advertiser, circulation 21,000.									
REDWOOD CITY 25,544 34,325 (Spec. U. S. '53 Census) 37,744-ABC-CZ	Tribune (e) ⓒ 15,822	.14*		Flat (I) (AP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Gen. Mgr. R. L. Spangler, Pub.	David N. Schutz (eep-e) Otto Tallent (ce)	Michael Kernan (ne) Paul McCarthy (sp) Rita Clifford (we)	Raymond Truscott (cm)	Winfield Whitney (ad) Charles Miller (mga-ram) Edwin Rice (cam)	Lloyd McGovern (pm) Albert E. Forrest (ms)
	*.16 in combination with weekly Times Gazette, circulation 21,051.									
RICHMOND 99,545 147,133-ABC-CZ	Independent (e) ⓒ 29,883	.18		Flat (I) (AP, UP, INS) (10¢, 40¢w, $1.50mo) (Story, Brooks & Finley)	Owens Publications, Inc. L. E. Owens, Pres. Warren Brown, Jr., Pub.	A. M. Richards, Jr. (e-me) Russell F. Whiting (ce)	Virginia Studley (ne) Ed Levitt (sp) Helen Williams (we)	Warren Brown, Jr. (gm) R. Allan Bean (bm) Roger Gordon (cm)	Winstead D. Smith (mga) Harrison J. Colborne (ram) Wendell Sorensen (cam)	Jack Bates (ms)
RIVERSIDE 46,764 56,591 (Spec. U. S. '53 Census) 73,328-ABC-CZ	Enterprise (m) ⓒ 9,999 Press (e) (e) ⓒ 20,824 Combined daily (me) ⓒ 30,823 Enterprise (S) ⓒ 10,197 Evening & Sunday (eS) ⓒ 61,021	.... .17 .... .17	.... Flat .... Flat	(I) (NYHT, UP) (10¢d, 10¢S, 40¢w, $1.50 mo) (J) (Doyle & Hawley)	Riverside Daily Press Howard H. Hays, Sr., Pres.	Norman A. Cherniss (eep) Howard Hays, Jr. (e-me) Garland Griffin (ce-E) Al Perrin (ce-P)	Garland Griffin (Su) Garland Rose (sp-E) Joe Wimer (sp-P) Margaret Steen (we)	Arthur A. Culver (gm-bm) William Rich (cm) Fred Carr (com)	R. C. Marcus (ad) Ray Hammond, Jr. (mga-ram) Florence Tyler (cam)	R. C. Marcus (pm-apm) Fred Brower (ms)
ROSEVILLE 8,723	Press-Tribune (e ex Sat)	2,947	.06	Flat (I) (UP) (.10, $1.25 mo.)	F. E. Sevrens & A. C. Pierce, Co-Pubs.	A. C. Pierce (e) Herb Fowler (me)	Geo. Farnham (ne) Chas. Couter (sp) Joyce Eggert (we)	F. E. Sevrens (gm) E. Mansfield (cm)	Paul Sams (mga) Agnes Baugh (cam)	L. G. Iddings (ms) S. M. Paul (apm)
SACRAMENTO 135,572 238,411-ABC-CZ	Bee (4) (e) ⓒ 133,835	.37		Flat (I) (AP, UP) (10¢, $1.50mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Myron V. Depew (me) George E. Helmer (ce)	Bill Collins (sp)	H. P. Walls (bm) V. P. Willett (cm) L. R. Matushak (com)	M. A. Tancock (adv. mgr.) Leighton Stephens (mga) L. W. Averill (cam)	R. H. Rhodes (rd) F. C. McPeak (public relations director) H. P. Skemp (production director) C. O. Lacure (ms)
	Union (2) (d ex Sat.) ⓒ 39,198 Sunday edition (S) ⓒ 47,145	.16 .19	Flat Flat	(I) (AP) (5¢, 10¢S. $1.50mo-d&S) (West-Holliday Co., Inc.)	Sacramento Pub. Co., Ltd.	J. L. Rosenberg (eep) E. E. Nichols (me)	Bill Conlin (sp) Patti June (we)	C. E. Borom (gm) Ed. Vollman (cm)	C. A. Moore (ad) Dave Brazil (cam)	.....
SALINAS 13,917 18,319 (Spec. U. S. '52 Census) 35,537 ABC '53-CZ	Californian (e) ⓒ 13,173	.11		Flat (I) (UP) (mer) (7¢, $1.50 mo) (West-Holliday Co., Inc.)	Salinas Newspapers, Inc. Merritt C. Speidel, Pres. Paul H. Caswell, Pub.	Paul H. Caswell (e) Jack Patton (me)	Max Gordon (ne) Doug Baldwin (sp) Dorothy Vera (we)	G. V. Baymiller (gm-bm) Harry Thatcher (cm)	Francis Cislini (ad-mga) Robert L. Huttenhoff (ram) H. D. McKay, Jr. (cam)	G. V. Baymiller (pm) Merwyn Ballard (ms)
SAN BERNARDINO 63,058 75,756 (Spec. U. S. '53 Census) 125,838-ABC-CZ	Sun (m) ⓒ 37,569 Telegram (e) ⓒ 12,177 Combined daily (me) ⓒ 49,746 Sun-Telegram (S) ⓒ 47,648	.... .18 .18	.... Flat Flat	(I) (AP, UP) (J) (5¢, 10¢S, Sun $1.75mo; Telegram $1.50mo) (West-Holliday Co., Inc.)	The Sun Company James A. Guthrie, Pres.	James A. Guthrie (e) Ralph W. Davis, Jr. (eep) R. W. Davis, Sr. (asso. ed.) G. David Ackley (me) Frederick Lawless (me) Wm. B. Adams (ce) Gordon Metz (ce)	Jack Blue (ne-S) Lewis Rhyner (ne-T) Bob Walton (sp) Claude Anderson (sp) Meta Blackwell (we)	James K. Guthrie (bm-S) E. L. Fleming (bm-T) O. P. Balosso (cm) M. M. Sikes (com)	H. P. Graham (ad) William Bartlett (ram) J. J. Farrell (cam)	George W. Savage (pm) Richard W. Pelton (apm) R. O. Nicolay (ms)
SAN DIEGO 334,387 434,924 (Spec. U. S. '52 Census) 519,498-ABC '53-CZ	Transcript (e)	1,700	.19	.14	(I) (UP) (15¢, $3.75 mo)	L. L. Grandier, Pub. A. G. Arbuckle, Co-Pub.	Edw. Morrison (e)	.....	A. G. Arbuckle (cm)	..... Ralph Kamb (ms)
	Union (12) (m) ⓒ 70,205 Tribune (12) (e) ⓒ 103,339 Combined daily (me) ⓒ 173,544 Union (S) ⓒ 149,536 Evening & Sunday (eS) ⓒ 252,875	.... .64 .55 ..... .73	.... Flat Flat ..... Flat	(IR) (I) (AP, CT-NYN, UP, DJ, Copley Press, CWB, INS, NYT-CT-NYN-RN) (10¢m, 10¢e, 15¢S, $1.80mo-e, $2.05 mo-m&S, $2.10mo-e&S) (West-Holliday Co., Inc.)	Union-Tribune Publishing Co. James S. Copley, Pres.-Pub. Wm. Shea, Asso. Pub.	James S. Copley (chrmn. ed. brd.-U) Herbert G. Klein (eep-U) Newell Jones (eep-T) Richard Pourade (e-U) Eugene F. Williams (e-T) Kenneth L. Simms (me-T) Howard B. Taylor (me-U) Malcolm Donnelly (ce-U) Guy Ryan (ce-T)	Milford Chipp (exec. ne-U) Larry Sisk (exec. ne-T) John Murphy (sp-U) Geo. Herrick (sp-T) Frank Rhoades (we-U) Dorothy O'Toole (we-T)	Wm. Shea (gm) Alex DeBakcsy & E. R. Anderson (asst. to gm) Walter J. Schneider (bm) E. L. Schellenberg (cm) H. R. Morick (com)	Kenneth Flood (ad) John Mulkey (mga) Francis D. Ide (ram) Worth Wright (cam)	Paula Kent (pm) Bertram G. Burke (prod. mgr.)

SAN DIEGO IS BIGGER

BIGGER in Population

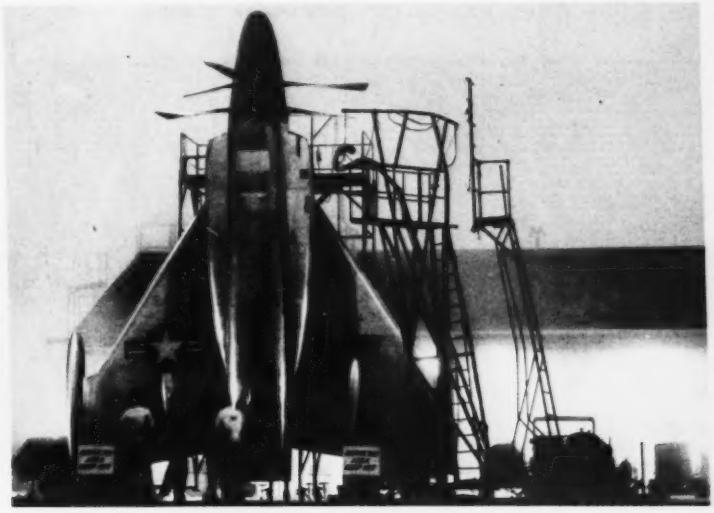
San Diego's population of 720,100, makes it a mighty market . . . 23rd in the nation, worth over a billion dollars, larger than such cities as Minneapolis, Minnesota; Kansas City, Missouri; and Portland, Oregon. You reach this market best by the saturation coverage of the San Diego Union and Evening Tribune.

BIGGER in Agricultural Production

San Diego, with its agricultural production total of $62,514,000 annually, leads such areas as Madison, Wisconsin; Springfield, Illinois; and Sacramento, California. Of San Diego's total, avocado production makes up $10,000,000. Balance includes lemon, celery, orange, grape, corn, tomato, dairy products, poultry and livestock production. You reach the people who need your goods and services through the saturation coverage of the San Diego Union and Evening Tribune.

BIGGER in Retail Sales

Every year, San Diego's consumers buy $562,142,000 worth of retail merchandise. This is more than is purchased in Jersey City, New Jersey; Des Moines, Iowa; Louisville, Kentucky; Fort Worth, Texas; Peoria, Illinois; or Dayton, Ohio. If you're not IN the San Diego Union and Evening Tribune, you're not getting your share of these huge local retail sales.



BIGGER in Total Manufacturing

San Diego's annual total of $346,000,000 in manufactured goods, overshadows such manufacturing centers as Youngstown, Ohio; Schenectady, New York; Portland, Oregon; and Rockford, Illinois. San Diego's manufacturing executives are best reached through the San Diego Union and Evening Tribune, covering 90% of the San Diego market daily!

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN FERNANDO VALLEY (Part of Los Angeles) 249,401-ABC-CZ	Times (e) ⓐ 38,944	.20	Flat	(I) (AP, CT-NYN, NYHT) (5¢) (Doyle & Hawley)	Valley News Corp. Russell A. Quisenberry Pres.-Pub.	Carl S. Milliken (eep) Jackson Berger (me) Joseph Jackson (ce)	Almer Isackson (ne) Claude Newman (sp) Agnes Gettys (we)	Carl Carstensen (bm) Ted Aust (cm)	Robert Belt (ram) James Lupton (cam)	Samuel Pritikin (pm)
SAN FRANCISCO 775,357 790,548-ABC-CZ	Call-Bulletin (19) (e ex Sat.) ⓐ 136,572 Saturday edition (Sat.) ⓐ 126,793	.53 .53	Flat Flat	(I) (AP, INS) (10¢, 35¢ w, $1.50mo-d) (Moloney, Regan & Schmitt, Inc.)	San Francisco Call-Bulletin Division Hearst Publishing Co., Inc. Leo Ihle, Pub.	Jas. W. McLean (me)		Wells B. Smith (bm) Frank E. Howard (cm)	R. L. Litchfield (ad) O. L. Barker (mga) Max Wilcox (ram)	John T. Callahan (pm) Harry Davidson (ms)
	Chronicle (19) (m) ⓐ 166,437 Sunday edition (S) ⓐ 246,568	.65 .75	Flat Flat	(I-R) (AP, CT-NYN, NANA, NYHT, NYT, RN, UP) (J) (10¢, 20¢S, $2mo) (Sawyer-Ferguson-Walker Co.)	Chronicle Pub. Co. George T. Cameron, Pub. Charles Thieriot, Asst. Pub.	Templeton Peck (eep) George T. Cameron (e) Scott Newhall (exec.e) Gordon Pates (me) Abe Mellinkoff (ce)	Wm. German (ne) Stanleigh Arnold (Su) Wm. Leiser (sp) Helene Rivers (we)	C. E. Gilroy (bm) F. M. Thieriot,(Circ. Director) Glenn Neish (cm) L. A. Denny (com)	Lynn H. Gamble (ad) Robert E. Lee IV (mga) Jerome C. Kenney (ram) Wm. C. Pickett (cam)	Phelps Dewey (pm) Fred E. Gross (ms)
	Examiner (19) (m) ⓐ 227,137 Sunday edition (S) ⓐ 499,089	.80 1.40	Flat Flat	(I) (AP, INS) (10¢, 20¢ S, $2mo-d&S) (Hearst Advertising Service)	Hearst Publishing Co. Inc., San Francisco Examiner Div. Randolph A. Hearst, Pres. Charles Mayer, Pub.	Dick Pearce (actg eep) Wm. C. Wren (e-me) Josua Eppinger, Jr. (exec. ce)	John G. Robert (ne) William R. Hall (Su) Vernon D. Grieve (sp) Marion McEniry (we)	Philip M. Knox (bm) J. B. Casaday (cm) G. B. Sharman (com)	Geo. S. Brumback (ad) Arthur L. Gilbert (ram) Guy R. Daniel (cl-ad-dir)	Gray Creveling (pm) Leo W. Shea (ms)
	News (1) (e ex Sat.) ⓐ 107,716 Saturday edition (Sat.) ⓐ 96,969	.50	....	(I) (SHNA, UP) (J) (10¢, $1.50mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	Frank R. Ford (e) Chas. Massey (me) Robert Lee (ce)	Jack Castel (ne) Bud Spencer (sp) Helen Civelli Brown (we)	Earl D. Baker (bm) Arvey Drown (cm)	Robt. K. Stoltz (ad) Charles Holmes (cam) R. K. Hill (mga) Walter Barkdull (ram)	.....
	Wall Street Journal (Pacific Coast Edition) (m ex Sat.) ⓐ 41,227	.55	.42	(I) (AP, DJ, RN, UP) (13¢) (none)	Dow Jones & Co., Inc. Bernard Kilgore, Pres.	W. H. Grimes (e) Joseph Taylor (me) Edward R. Cony (ce)	.....	W. E. Wert (bm)	John H. Biedenkapp (mga)	.....
SAN JOSE 102,148 (1952; Spec. Gov't Census) 161,533-ABC-CZ	Mercury (5) (m) ⓐ 40,034 News (e) ⓐ 39,523 Combined daily (me) ⓐ 79,557 Mercury-News (S) ⓐ 64,729 Evening and Sunday (eS) ⓐ 104,252 Morning and Sunday (mS) ⓐ 104,763	.... .30 .25 .30 .38	.... Flat Flat Flat Flat	(I) (AP, UP, INS) (5¢, 15¢S, $2mo) (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres. J. B. Ridder, Pub.	Kenneth S. Conn (e) Oscar Liden (me-M) Paul Conroy (me-N) Ben Hitt (ce-M) Arthur Stokes (ce-N)	Mark Wright (Su) Louis Duino (sp) Esther Walker (we)	Henry C. Page (gm) Ancel Turner (cm)	Chas. J. De Lorenzo (ad) Carl F. Edwards, Jr. (ram) D. R. Martin (mga) Har M. Henry (cam)	G. A. Bolman (ms)
SAN LEANDRO 27,542	Morning News (m) 8,212	.10	Flat	(I) (UP) (10¢d, $1mo) (Western Dailies)	S. L. News-Obs. Inc. A. Kofman, Pres.-Pub.	R. Tussing (eep-e) A. Kofman (me) Frank Maloney (ce)	R. Tussing (ne) Win Currier (sp) Dorothy Minton (we)	A. Kofman (gm-bm) Ernest Lima (cm)	Dan Pitta (ad-ram) Clare H. Sprague (cam)	.....

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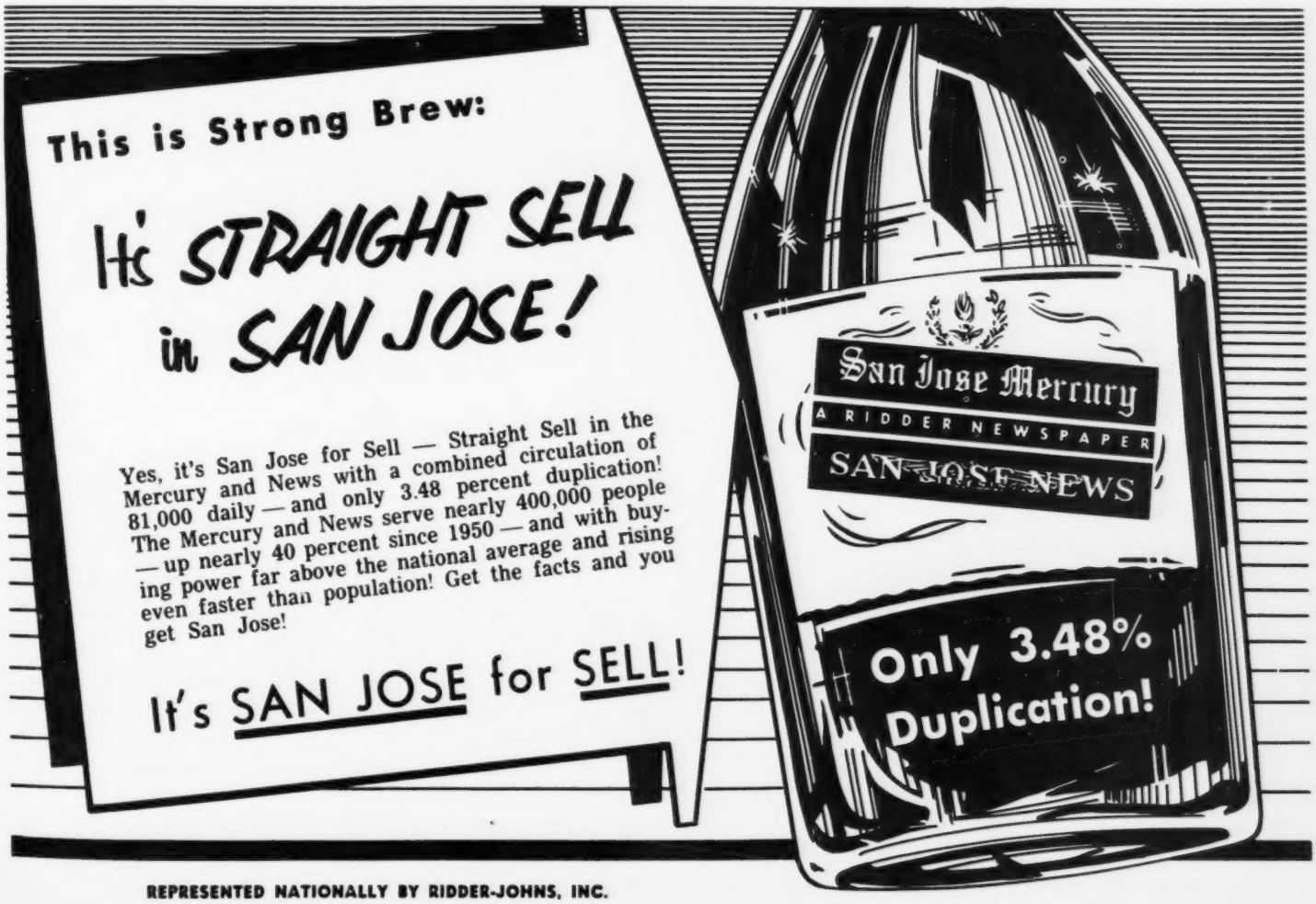
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN LUIS OBISPO 14,180 16,001 (Spec. U. S. '53 Census) 16,361-ABC '53-CZ	Telegram-Tribune (e) ⓒ 10,420	.09	Flat (I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Telegram-Tribune Co. (a John P. Scripps newspaper) R. W. Goodell, Pres.	R. W. Goodell (eep-e) Elliot Curry (me)	John D. Nettleship (sp) Cecelia Jensen (we)	Jas. L. McLain (bm) Edwin A. Brown (cm)	K. M. Murphy (ad) Harry S. Whitaker (cam)	Raymond C. Mossberg (ms)
SAN MATEO 41,782 53,309 (Spec. U. S. '53 Census) 65,220-ABC-CZ	Times & News-Leader (e) ⓒ 20,352	.15	Flat (I-R) (AP, UP) (J) (5¢, $1.25mo) (Gilman, Nicoll & Ruthman)	Amphlett Ptg. Co. J. Hart Clinton, Pres.-Pub.	Joseph P. McSorley (eep-e-me-ce)	Jack Bluth (sp) Jane Barber (we)	Anne Brubaker (bm) Robert Macklin (cm)	Max Bales (mga-ram) Joseph G. Bettar (cam)	
SAN PEDRO (Part of Los Angeles City) 48,058 ABC-CZ	News-Pilot (e) ⓒ 13,354	.11	Flat (I-R) (AP, UP) (5¢, $1.15mo) (West-Holliday Co., Inc.)	San Pedro Ptg. & Pub. Co. J. A. Waite, Pres. Bynner Martin, Pub.	Bynner Martin (e) Lewis Puryear (me) Benny R. Perez (ce)	Benny Perez (ne) Wm. Hollohan (sp) Dolores Hubik (we)	Bynner Martin (gm) Wm. R. Watson (cm)	Arnold Ecklund (mga-ram) Geo. Coverdale (cam)	Carl Johnson (ms)
SAN RAFAEL 13,848 15,255 (Sp. U. S. 1953 Census) 32,321-ABC-CZ	Independent-Journal (e) ⓒ 17,588	.15	Flat (I-R) (AP, UP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	California Newspapers, Inc. Roy A. Brown, Pres.-Pub.	Chapin Day (eep) Jack Craemer (me) Charles N. Eischen	Jim Gilmartin (sp) Florence Donnelly (we)	Roy A. Brown (gm) Wishard A. Brown (bm) Julian Leone (cm) Teckla Nelson (com)	Jack Weese (mga) Wishard A. Brown (cam)	Gordon Dixon (ms)
SANTA ANA 45,533 59,006 (Spec. U. S. '54 Census) 69,467-ABC '53-CZ	Register (e) ⓒ 35,632 Sunday edition (S) ⓒ 34,638	.18 .18	Flat (I) (AP, INS) (5¢, 10¢S, $1.60mo) (John W. Cullen Co. and West-Holliday Co., Inc.) Flat	Freedom Newspapers, Inc. R. C. Hoiles, Pres.-Pub.	R. C. Hoiles (e) F. H. Cooey (me) Harry Harvey (ce)	Harry Harvey (ne) Eddie West (sp) Louise West (we)	C. H. Hoiles (gm) R. R. Biles (bm) Fred Hansen (cm)	J. E. Lyons (ad-mga) Ed Kohoutek (ram) Don Schneeweis (cam)	Wm. Lawrence (ms)
SANTA BARBARA 44,913 51,324-ABC-CZ	News-Press (e) ⓒ 21,114 Sunday edition: (S) ⓒ 21,705	.14 .14	Flat (I) (AP, UP) (10¢d, 15¢S, $1.75mo-d&S) Flat ((Cresmer & Woodward, Inc.)	News-Press Pub. Co. T. M. Storke, Pres.-Pub. C. A. Storke, Co-Pub.	T. M. Storke (e) Richard MacMillan (me) Floyd Kenney (ce)	Ronald Scofield (Su) Homer George (sp) (sp) Litti Paulding (we)	B. D. Lane (gm) Russell A. Barcroft (cm)	B. D. Lane (mga) C. O. Snyder (ram) C. T. Slater (cam)	Richard Smith (pm) V. G. Manning (ms)
SANTA CRUZ 21,970 31,463-ABC-CZ	Sentinel-News (e ex Sat.) ⓒ 12,597 Sunday edition (S) ⓒ 12,905	.09 .09	Flat (I-R) (AP) (J) (5¢, 5¢S, $1.00mo-d&S) (West-Holliday Co., Inc.) Flat	Sentinel Pub. Co. Fred McPherson, Jr. Pub.	Fred McPherson, Jr. (eep) Gordon Sinclair (ce)	John Strothard (Su) Arnold Wechter (sp) Betty Bushman (we)	Fred McPherson, Jr. (gm) Lloyd Berlin (cm)	Norman L. Powell (ad) James Baker (mga)	Sewall March (ms)
SANTA MARIA 10,440 13,117 (Sp. U. S. 1954 Census)	Times (e) 5,247	.07	Flat (I-R) (UP) (J) (5¢, $1mo) (West-Holliday Co., Inc.)	Santa Maria Pub. Co. Inc. O. S. Stauffer, Pres.	Ed. Laubengayer (e.eep) William B. Sherrill (ce)	Robert Beckman (ne) James Garrett (sp) Emma Brians (we)	Ed. Laubengayer (gm-bm) S. B. Stanford (cm)	John J. Bunch (ad-mga) Glen Johnson (cam)	F. E. McFall (ms)
SANTA MONICA 71,595 75,114 (Spec. U. S. '53 Census) 100,534-1953-ABC-CZ	Outlook (e) ⓒ 22,936	.14*	Flat (R) (AP, UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Santa Monica Pub. Co. Robert E. McClure, Pres.	Robert E. McClurg (e) R. A. Fahlstadt (me) Steven Kalagian (ce)	Steven Kalagian (ne) Carl T. White (sp) Dora May Prester (we)	J. D. Funk (gm) Ralph Kuhn (cm)	T. A. Alvord (mga) C. A. McAlpine (ram) Charles Eastwood (cam)	

*.18 when combined with Outlook Shopper (Fri.), circulation 36,000.

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SANTA PAULA 11,049	Chronicle (e) 2,253	.06		Flat (I-R) (UP) (J) (5¢, $1mo) (West-Holliday Co., Inc.)	Ventura County Pub. Co.	H. W. Fredericks (e) T. P. Horan (me)	Wallace Smith (sp) Dee Turner (we)	H. W. Fredericks (gm) Fred Calvert (cm)	H. W. Fredericks (ad-mga) R. S. Stapleton (ram) R. S. Ossko (cam)	Don Slaten (ms)
SANTA ROSA 17,902 26,810-ABC-CZ	Press-Democrat (e ex Sat.) ⓔ 27,133 Sunday edition (S) ⓔ 28,075	.17 .17		Flat (I) (UP) (10¢, 15¢S, $1.50mo) (Gilman, Nicoll & Ruthman) Flat	Press Democrat Pub. Co. Mrs. E. L. Finley, Pres.-Pub. Evert B. Person, Asst. Pub.	Dan Bowerman (e) Charles F. Carson (exec. e)	Richard Torkelson (ne) Charles F. Carson (Su) Bill McGowan (sp) Roby Gammell (we)	Dan Bowerman (gm) Evert B. Person (bm) Lee Bollinger (cm)	Paul Johnson (ad-mga) Stanley Stewart (ram) Russell Goundry (cam)	John Wagner (ms)
SONORA 2,448	Daily (e) 2,864	.09	.07	(I-D) (7¢d; 9¢Wed.) (none)	Peckham & Peckham O. K. Peckham, Pub.	O. K. Peckham (eep-e-me-ce)	O. K. Peckham (ne-sp)	O. K. Peckham (gm) E. L. Peckham (bm) Chas. Peckham (cm)	O. K. Peckham (ad-mga-ram) E. L. Peckham (cam)	O. K. Peckham (pm-apm-ms)
STOCKTON 70,853 120,591-ABC-CZ	Record (e) ⓔ 49,770	.20		Flat (I-R) (AP),UP, INS) (mer) (10¢, $1.50 mo) Cresmer & Woodward, Inc.)	Stockton Daily Record. I. L. Martin and Ross Williams, Co-Pubs.	Philip C. Beaton (exec. e) N. S. DeMotte (me) Melvin Bennett (ce)	John Peri (sp) Marcia Gray Doty (we)	Ross Williams (gm) Lon Hildebrand (cm)	Lloyd W. Drury (ad) Ken Taylor (mga) Leo C. d'Or (ram) Clarence Diffenderfer (cam)	Don Reid (pm) Herman Schaede (ms)
TAFT 3,707 3,862 (Spec. U. S. '53 Census)	Midway Driller (e) 3,740	.06		Flat (I) (UP) (J) (5¢, 75¢ mo) (none)	Midway Driller Pub. Co. Walter M. Keene, Pres.-Pub.	Walter M. Keene (eep-e-me) Charles McBride (ce)	Charles McBride (ne) Tom O'Brien (sp) Augusta Barnes (we)	J. D. Peterson (gm-bm) Ruth Cunningham (cm)	C. W. Teubner (ad-mga-ram) Edna Montgomery (cam)	J. D. Peterson (pm-apm) W. B. McQuown (ms)
TULARE 12,445 13,383-ABC-CZ	Advance-Register (e) ⓔ 4,297	.065		Flat (I) (AP) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Tulare Newspapers, Inc. Harry Green, Pres.	Tom R. Hennion (eep-e) Redford H. Dibble (me)	Glenn Erickson (sp) Mattie Lichtenberger (we)	Vincent J. Miller (bm) Wm. L. Tipton (cm)	Harry L. Gooss (ad-mga-ram) W. Clellon Farrell (cam)	Ralph Parrott (ms)
TURLOCK 6,235 10,817-ABC-CZ	Journal (e) ⓔ 5,186	.065		Flat (I) (UP) (5¢, $1mo) (West-Holliday Co., Inc.)	Turlock Daily Journal Stanley T. Wilson, Pub.	Stanley T. Wilson (e) Dave Cummerow (ce)	Jack Bliler (sp) Mrs. Helen Smith (we)	Stanley T. Wilson (gm) Don Rotermund (cm)	Ben Pettus (mga) Nancy Raynor (cam)	H. G. Schaller (ms)
UKIAH 8,200	Journal (e ex Sat.) 4,800	.075		Flat (I) (UP) (7¢, $1.00mo) (none)	B. A. Cober, Pub.	Don Zylstra (me)	H. M. Ivey (ne) Geo Miller (sp)	B. A. Cober (bm) Howard Higgs (cm)	Brad Wilson (ad)	B. O. Foster (ms)
VALLEJO 26,038 34,913 (Spec. U. S. '52 Census) 78,988-ABC '52-CZ	Times-Herald (m) ⓔ 21,430 News-Chronicle (e ex Sat.) ⓔ 20,815 Combined daily (me) ⓔ 42,245 Times-Herald (S) ⓔ 21,042 Evening & Sunday (eS) ⓔ 41,857	.... .18 ..... .18	.... Flat ..... Flat	(I) (AP, UP, INS) (J) (7¢d, 15¢S, $1.75 mo) (Gilman, Nicoll & Ruthman)	Gibson Publications, Inc. Luther E. Gibson, Pres.-Pub. Orvin B. Gaston, Asst. Pub.	Luther E. Gibson (e) Wyman Riley (me) W. R. Buehrer (ce-TH) Jack Dailey (ce-NC)	Dave Beronio (sp) Marion Devlin (we)	Orvin B. Gaston (gm) Byron W. Warnock (bm) Lloyd M. Bullis (cm)	T. J. Millikin (ad) Albert Healey (mga) Willard Yates (ram) William Perdue (cam)	Delvin V. Markey (ms)
VENTURA 16,534 22,795-ABC-CZ	Star-Free Press (e) ⓔ 18,065	.105		Flat (I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	John P. Scripps Newspapers	Roy Pinkerton (eep-e) Jack McHenry (me) Carl Greenfield (ce)	Charles Thomas (sp) Betty Wentworth (we)	Harry O. Bostwick, Jr. (bm) Dwight Holden (cm)	Gene Norman (ad) Clarence Hull (mga) Fred Rasmussen (cam)	Ben Smith (ms)
VISALIA 11,749 15,557-ABC-CZ	Times-Delta (e) ⓔ 7,639	.08		Flat (I) (AP) (7¢, $1.50mo) (West-Holliday Co., Inc.)	Visalia Newspapers, Inc. Merritt C. Speidel, Pres. Robt. M. Speidel, Pub.	John Brackett (eep-me) Robt. M. Speidel (e)	Leonard L. Rowell (ne) Sid Hosking (sp) Carolyn Clements (we)	Stanley Parsons (cm)	Lester G. Lohmeyer (ad) Roger Willson (ram) Robt. D. Gates (cam)	Roger Willson (pm) E. J. Quilla (ms)
WATSONVILLE 11,572 16,340-ABC-CZ	Register-Pajaronian (e) ⓔ 6,917	.065		Flat (I) (UP)((5¢, $1.15mo) (West-Holliday Co., Inc.)	Watsonville Newspapers, Inc. (a John P. Scripps newspaper) Harry Green, Pres.	Frank F. Orr (eep-e) Ward Bushee (me) Howard Sheerin (ce)	Jack Daugherty (sp)	Larry McKeown (bm) Wendell Beavers (cm)	Irving Smith (ad) James S. Hayward (ram)	Henry Senini (ms)
WHITTIER 23,820 29,265 (Spec. U. S. '52 Census) 34,244-ABC-CZ	News (e) ⓔ 13,865	.11*		Flat (I) (UP) (5¢, $1mo) (West-Holliday Co., Inc.)	Owens Whittier Pub. Co. L. E. Owens, Pres.-Pub. Mynatt Smith, Assoc. Pub.	Mynatt Smith (eep-e) Mel C. Rich (me)	Mel C. Rich (ne) Mrs. Loverne Morris (we)	Mynatt Smith (gm) J. Cowell Davis (bm) Burton C. Nelson (cm)	J. Cowell Davis (mga) W. M. Cathriner (ram) Leona Threadgill (cam)	Sam Jackson (ms)
	*.175 in combination with Sun-Advertiser, circulation 25,000.									
WILLOWS 3,019	Daily Journal (e ex Sat.) 2,883	.06		Flat (I) (UP) (7¢, $1.00 mo) (none)	Willows Publishing Company Edwin F. Davis, Pres.-Pub.	Edwin F. Davis (e) Harold Westlund (me)	Charles J. Gleeson (ne) Marilyn Deter (we)	John F. Wood (gm) Albert Heard (cm)	Mark Paul (ad-mga-ram) Albert Heard (cam)	John F. Wood (pm) E. R. Ekstrom (ms)
WILMINGTON (Part of Los Angeles City)	Press-Journal (e) 3,620	.08		Flat (I) (UP) (J) (5¢, $1mo) (Geo. D. Close, Inc.)	Wilmington Press, Inc. D. M. Roberts, Pub.	C. A. Shell (eep-e) P. G. Roberts (me) Claudia Roberts (ce)	Ed Bishop (sp) Marilyn Borst (we)	G. W. Cross (bm) Lowell Mohns (cm)	G. W. Cross (ad-mga-ram) Lois Roberts (cam)	Mike Boroiz (ms)
WOODLAND 9,386 9,396-ABC-CZ	Democrat (e) ⓔ 4,069	.07		Flat (I) (AP) (J) (5¢, $1.15 mo) (none)	Ed. E. Leake Pub. Co. Paul R. Leake, Pub.	Paul R. Leake (eep) Kenneth Leake (e-me) Charles Paynton (ce)	Robert Slayman (ne) Don Richardson (sp) Virginia Erickson (we)	Kenneth Leake (gm) Herbert Schlotthauer (bm) Warden Ellis (cm)	M. J. Vejraska (ad-mga-ram-cam)	Earl Orser (ms)
YREKA 3,227 3,899 (Sp. U. S. 1954 Census)	Siskiyou News (e ex Sat.) 3,337	.05*		Flat (R) (UP) (5¢, 90¢ mo) (West-Holliday Co., Inc.)	Siskiyou Pub. Co., Inc. Graham Dean, Pres. Edgar J. Foss, Pub.	Edgar J. Foss (eep-me)	Iris Nelson (we)		Edgar J. Foss (ad)	Ace Moore (ms)
	*.06 in combination with Weekly Journal, circulation 238.									

COLORADO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMOSA 5,354	Courier (e) 2,472	.05		Flat (I-R) (UP) (†)(5¢, 30¢w) (West-Holliday Co., Inc.)	Courier Pub. Co. Ray Barnes (Pres.-Pub.)	Jack Wellenkotter (e)	Gil Parks (sp) Mildred Burns (we)	Charles Barnes (gm) Charles Tucker (cm)	Bill King (ad-ram) Maxine Johnston (cam)	Al Brady (ms)
BOULDER 19,999 24,711-ABC-CZ	Camera (e) ⓔ 7,630	.06		Flat (I) (AP) (J) (5¢d, 25¢ w) (West-Holliday Co., Inc.)	Boulder Pub., Inc. A. A. Paddock, Pres.-Pub.	J. D. Corriell (eep) R. C. Looney (e)	A. A. Paddock (ne) Howard Baxter (sp) Joyce Roper (we)	L. P. Monroe (gm) C. A. Monroe (cm)	John E. Pulver (ad)	C. A. Monroe (ms)
CANON CITY 6,345	Record (e) 3,772	.05		Flat (R) (UP) (J) (5¢d, 25¢ 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Don Hardy, Owner-Pub.	W. T. Little, Jr. (e)	Larry Williams (ne) Betty Short (we)	Don Hardy (gm) Glen Christiansen (cm)	James L. Sterling (ad) Lois Griffin (cam)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General - Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
COLORADO SPRINGS 45,472 60,448-ABC-CZ	Free Press (m) ⓐ 9,676 Sunday edition (S) ⓐ 9,403	.09 .09	Flat Flat	(I) (AP, CDN, UP) (5¢d, 15¢S, 30¢w) (Johnson, Kent, Gavin, & Sinding, Inc.)	Colorado Springs Free Press, Inc. Edwin P. Hoyt, Pres.-Pub.	Edwin P. Hoyt (e) C. Poulos (me) Harold M. Wynne (ce)	Dan Cronin (ne) Carolyn Samson (we) Richard Tucker (sp)	Dick Maxon (cm) B. E. Green (com)	Carlos Boettger (ad) John Coutts (mga)	
	Gazette-Telegraph (e) ⓐ 24,187 Sunday edition (S) ⓐ 24,587	.15 .15	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (The Katz Agency, Inc.)	Freedom Newspapers, Inc. R. C. Holles, Pres. Harry Holles, Pub.	Harry Holles (e) Byron L. Akers (me) Glenn Hutchinson (ce)	Al Goldfarb (sp) Gladys Morath (we)	E. R. McDowell (bm) Clyde Bassett (cm)	E. R. McDowell (ad) Robt. H. Hiltbrand (mga) E. L. Kern (ram) B. E. Le Vick (cam)	Cecil Wilkins (ms)
DENVER 415,786 533,489-ABC-CZ	Post (e) ⓐ 243,296 (Sat.) ⓐ 189,228 Sunday edition (S) ⓐ 350,168	.56 .56 .78	Flat Flat	(I) (AP, INS, CT-NYN) (*S) (5¢d, 15¢S, 35¢w, $1.50mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Denver Post, Inc. E. Ray Campbell, Pres. Palmer Hoyt, Pub.	Robert W. Lucas (eep) Palmer Hoyt (e) Ed. Dooley (me) Willard Haselbush (ce)	Jack Crandall (ne) Bruce Hamby (Su) George Franco (sp) Helen Messenger (we)	Chas. R. Buxton (bm) Edwin H. Roberts (cm) Louis F. McMahon (com)	Karl J. Shull (ad) John H. Michel, Jr. (mga) W. G. Gressett (ram) Carl E. Hatcher (cam)	Alexis McKinney (pm) Nicholas DeGeorge (ms)
	Rocky Mt. News (1) (m) ⓐ 150,803 Sunday edition (S) ⓐ 155,371	.36 .36	Flat Flat	(I) (AP, SHNA, UP) (5¢, 10¢S, $1.25mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	The Denver Pub. Co. Jack Foster, Pres.	Jack Foster (e) Robt. L. Chase (eep) Vincent Dwyer (me) Sam Lusky (ce)	Max Greedy (ne) Chester Nelson (sp) Elizabeth Wyner (we)	H. W. Hailey (bm) Robt. W. Boyd (cm)	B. W. Lewis (ad) N. L. James (mga) Grosse Smith (ram) Bess Baglin (cam)	
DURANGO 7,459 7,895-ABC-CZ	Herald-News (e ex Sat.) 3,158 Sunday edition (S) 3,385	.06 .06	Flat Flat	(R) (AP) (J) (5¢d, 10¢S, 30¢w, $1.25 mo) (West-Holliday Co., Inc.)	Herald-News Co. Morley and Arthur Ballantine, Jr., Pubs.	Arthur Ballantine, Jr. (eep-e) Dick Cunningham (me) Gene Perkin (ce)	Dick Cunningham (Su) Nancy Elliott (we)	Myron Broomell (bm) Jerrel Jeffus (cm) Maxine Perkins (com)	Rollie Wedig (ad) Ralph Bennett (mga) Don Schlichting (ram) Kit Phillips (cam)	Rex Helmick (ms)
FORT COLLINS 14,937 14,937-ABC-CZ	Coloradoan (e ex Sat.) ⓐ 6,900 Sunday edition (S) ⓐ 7,020	.07 .07	Flat Flat	(I) (AP) (5¢d, 10¢S, 30¢w) (West-Holliday Co., Inc.)	Ft. Collins Newspapers, Inc. Merritt C. Speidel, Pres. Clyde E. Moffitt, Pub.	Don Wilkins (e) David Watrous (ce)	Dick Smelser (sp) Betty Woodworth (we)	Forest C. Stonemets (cm)	Gordon R. Merrick (ad)	Angelo Varra (ms)
FORT MORGAN 5,315	Times (e) 3,219	.05	Flat	(R) (AP) (J) (5¢d, 65¢ mo) (West-Holliday Co., Inc.)	Times Pub. Co R. B. Spencer, Pres.	R. B. Spencer (eep-e) Robt. W. Spencer (me-ce)	Robt. W. Spencer (ne) Joe Boggs (sp) Anna Mary Brock (we)	R. W. Spencer (gm-bm) Fern H. Spencer (cm)	Joe Boggs (ad-mga-ram) Madge Huston (cam)	Joe Boggs (apm)
GRAND JUNCTION 14,504 17,030-ABC-CZ	Sentinel (e) ⓐ 13,491 Sunday edition (S) ⓐ 13,378	.10 .10	Flat Flat	(D) (AP) (*S) (J) (5¢d, 10¢S, 30¢w, $1.25 mo) (West-Holliday Co., Inc.)	The Sentinel Pub. & Ptg. Co. Walter Walker, Pres.-Pub.	Walter Walker (eep) Burt Meyers (exec. ed.)	Spencer Richards (sp) Mary Louise Giblin (we)	Preston Walker (gm) E. L. Phillips (cm)	Al Look (ad) Richard Blackledge (mga) Gilbert Anderson (cam)	Roy French (ms)
GREELEY 20,354 20,354-ABC-CZ	Tribune (e) ⓐ 10,992	.09	Flat	(I) (AP) (J) (5¢, $1.00 mo) (Arthur H. Hagg & Associates)	Tribune-Republican Pub. Co. Mildred Hansen, Pub.	F. E. Merrill (eep-e-me) Paul H. Emery (night e)	Taylor Lewis (sp) Josephine Miller (we)	Mildred Hansen (gm) Leo G. Koenig (bm) Jake Estrick, Jr. (cm)	A. L. Petersen (ad-ram) Mary Jo Dempsey (mga) Mrs. Clemma Skold (cam)	A. L. Petersen (apm) Clark Page (ms) John N. Jones (pm)
LA JUNTA 7,712	Tribune-Democrat (e) 3,624	.05	Flat	(I) (UP) (J) (5¢d, 75¢mo) (West-Holliday Co., Inc.)	LaJunta Democrat Pub. Co. Aleyn H. Burtis Pres.-Pub.	Aleyn H. Burtis (e) Mrs. Maxine Cash (me-ce)	Mrs. Maxine Cash (ne) G. Spencer Burtis (sp) Mrs. A. R. Van Til (we)	Aleyn H. Burtis (gm-bm) George Hoover (cm)	G. Spencer Burtis (ad-mga) A. R. Van Til (ram)	G. Spencer Burtis (pm-apm) Earl Betry (ms)
LAMAR 6,829 6,829-ABC-CZ	News (e)	.06	Flat	(I-D) (UP) (J) (5¢d, 25¢w, 75¢mo) (West-Holliday Co., Inc.)	Betz Pub. Co., Inc. Fred M. Betz, Sr., Pres.	Fred M. Betz, Sr. (eep) Dan Winston (me) Reta Holliday (ce)	Polly Green (we)	Fred M. Betz, Jr. (gm) Oscar Noble (cm)	Fred M. Betz, Jr. (ad) David Hodson (ram)	Fred M. Betz, Jr. (apm) Harold C. Johnson (ms)
LEADVILLE 4,081	Herald-Democrat (e) 1,247	.05	Flat	(I) (AP) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	The Herald Democrat Joe McConnell, Pub.	Joe McConnell (me)	Joann Kerzon (we)	Joe McConnell (gm-bm) Mary F. McConnell (cm)	Joe McConnell (ad-cam)	Joe McConnell (apm) Louis Kern (ms)
LONGMONT 8,099	Times-Call (e) 4,050	.05	Flat	(I) (AP) (J) (5¢, 65¢ mo) (West-Holliday Co., Inc.)	Times-Call Pub. Co. Ray Lanyon, J. F. Matlack, B. A. Faller, Co-Pubs.	B. A. Faller (eep) Ray Lanyon (e-me)	B. A. Faller (ne) Bud Pitchford (sp) Mary Creese (we)	Ray Lanyon (gm) J. F. Matlack (bm-cm)	J. F. Matlack (mga) Joe Mayfield (ram)	Ray Thorndyke (ms)
LOVELAND 6,773	Reporter-Herald (e) 3,597	.05	Flat	(I-R) (UP) (5¢, 75¢mo) (West-Holliday Co., Inc.)	Loveland Pub. Co. H. E. Holden, Pres.-Pub.	H. E. Holden (eep-e) John E. Holden (me) Dan F. Freddy (ce)	Raymond Adams (ne) Raymond Adams (sp) Mrs. Pete Kamla (we)	H. E. Holden (gm-bm) Earl McColeman (cm)	John E. Holden (ad-mga-ram) Mrs. Jo Barber (cam)	John E. Holden (pm-apm) Glenn Meacham (ms)
MONTROSE 4,964	Press (e ex Sat) 3,055 (S) 3,055	.055 .055	Flat	(I) (UP) (J) (5¢, 10¢S, 85¢mo) (West-Holliday Co., Inc.)	Press Pub. Co., Inc. Wm. Prescott Allen, Jr., Pres.-Pub.	Willis A. Gillaspey (e)	Mrs. Lois Stakebake (we)	W. M. Salisbury (bm) Mrs. Mary Naff (cm)	Lloyd H. Metcalf (ad-mga) Shelby Doty (ram) Mrs. Mary Naff (cam)	Wm. Prescott Allen, Sr. (pm) Wm. F. Hopper (ms)
PUEBLO 63,685 78,686-ABC-CZ	Chieftain (m) ⓐ 17,297 Star-Journal (e) ⓐ 19,522 Combined daily (me) ⓐ 36,819 Star-Journal & Chieftain (S) ⓐ 35,382	.... .16 .16	.... Flat Flat	(I-R) (AP, UP) (*S) (5¢d, 10¢S, $1.30 mo-d&S) (West-Holliday Co., Inc.)	Star-Journal Pub. Corp. Frank S. Hoag, Pres. Frank S. Hoag, Jr., Pub.	Frank S. Hoag, Jr. (e) Emmanuel Diel (ce-C) Ralph C. Taylor (ce-SJ)	Ralph C. Taylor (ne) Wm. L. McClatchey (sp-C) Ed. Orazem (sp-SJ) Helen Trent (we) Herbert Foster (Su)	Frank S. Hoag (gm) Wm. Barnwell (cm)	Fred C. Jones (ad) Eric G. Johanson (mga) Joe Neary (ram) George Borden (cam)	O. M. Hobbs (ms)
ROCKY FORD 4,087	Daily Gazette (e ex Sat.) 2,160	.045	Flat	(I) (UP) (5¢, 60¢mo) (none)	Rocky Ford Publishing Co. Ross & Anne Thompson (co-Pubs)					
SALIDA 4,553	Mail-Record (e) 1,983	.05	Flat	(I) (UP) (J) (5¢, 75¢ (West-Holliday Co., Inc.)	George E. Oyler, Pub.	Mary Eleanor Fry (e-ce)	Mrs. Ethel Purdom (we)	George E. Oyler (gm)	George E. Oyler (ad) Mrs. Lillian Linza (cam)	Guy McBride (ms)
STERLING 7,534 9,278-ABC-CZ	Journal-Advocate (e) ⓐ 6,294* *Initial Audit	.07	Flat	(I) (AP) (J) (5¢d, $1.00 mo) (West-Holliday Co., Inc.)	Advocate Pub. Co., Inc. Robt. Petteys, Pres.-Pub.	Robt. Petteys (me)	Donald Miles (sp) Irene Tipsom (we)	Robert Petteys (gm) Everett H. Dawson (cm)	C. E. Wood (ad-mga)	Eunice Campbell (ms)
TRINIDAD 12,204 12,204-ABC-CZ	Chronicle-News (e) ⓐ 4,768	.07	Flat	(I) (AP) (5¢d, 25¢w, $1.10mo) (Inland Newspaper Representatives)	Chronicle-News Pub. Co. F. E. Winsor, Pub.	F. E. Winsor (eep-e-me-ce)	Bill Bloom (sp) Elisia Montez (we)	Dominic Ozzello (gm) F. C. Martin (cir-dir.) Andy Kile (cm)	Dominic Ozzello (ad-mga)	
WALSENBURG 5,596	World-Independent (e ex Sat.) 1,635	.05	Flat	(I) (UP) (5¢, 75¢mo) (West-Holliday Co., Inc.)	Consolidated Pub. Co. Jas. H. Skewes, Pres. John Dinise & George Zanon, Co-Pubs.	John Dinise (e-me) Jerry Koplowitz (ce)	Jerry Koplowitz (ne) Tom Solomon (sp) Nina Krier (we)	John Dinese (gm-bm) Nina Krier (cm)	Ed. J. Stanley (ad-mga-cam)	John Dinise (pm) George Zanon (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CONNECTICUT										
ANSONIA 18,706 49,491-ABC-CZ	Sentinel (e) (AB) 12,919	.10		Flat (I-R) (AP) (J) (6¢, 36¢w) (The Katz Agency, Inc.)	The Emerson Bros., Inc. Mrs. E. H. Emerson, Pres.-Pub.	Chas. H. Flynn (eep-e-me-ce)	Chas. H. Flynn (ne) H. A. Stocking (sp)	M. V. Ward (gm-bm) H. L. Somers (cm)	M. V. Ward (ad-mga-ram-cam)	H. L. Somers (pm-apm) A. E. Coley (ms)
BRIDGEPORT 158,709 226,626-ABC-CZ	Herald (S) (AB) 94,110	.17*		Flat (I) (UP) (15¢) (Shannon & Associates, Inc. and The Kennedy Co.)	Bridgeport Herald Corp. Leigh Danenberg, Pres.-Pub.	Leigh Danenberg (e) John P. Kelly (me) Harvey Katz (asst. me)	Eric Sandahl (ne) Sam Cohen (sp) Anné Bridge (we)	Leigh Danenberg (gm) Harold Rubin (bm-cm)	A. J. Miller (ad) R. W. Miller (ram) John Larsen (cam)	Harold Rubin (pm) A. J. Miller (apm) K. C. Ottaway (ms)
	*Rate for City-County edition. State edition rate is .29 Flat.									
	Telegram (m) (AB) 13,431 Post (e) (AB) 75,874 Combined daily (me) (AB) 89,305 Post (S) (AB) 61,132	.... .27 .17	.... Flat Flat	(I) (AP, UP, INS) (5¢ d, 15¢S) (Moloney, Regan & Schmitt, Inc.)	Post Pub. Co. George C. Waldo, Pres.	George C. Waldo (eep-e) Andrew H. Lyon (me) Leonard E. Gilbert (ce-P) Carlton D. Briggs (ce-T)	Taylor F. Glenn (Su) Fred A. Vercini (sp-T) Edward J. Shugrue (sp-P) Winifred Nicholas (we)	Ray Flicker (gm) T. A. D. Weaver (bm) S. N. Rosoff (cm)	R. T. Gould (mga) D. F. Leonard (ram) A. J. Carrano (cam)	.....
BRISTOL 35,961 35,961-ABC-CZ	Press (e) (AB) 12,480	.08		Flat (I-R) (AP) (5¢, 30¢w, $1.25mo) (DeLisser, Inc.)	Bristol Press Pub. Co. Arthur S. Barnes, Pres.-Pub.	Arthur S. Barnes (eep-e) Clarkson S. Barnes (me) Louis F. Bachman (ce)	Esmonde J. Phelan (ne) Charles M. McCarthy (sp) Elsie M. Bochus (we)	Arthur S. Barnes (gm) E. Bartlett Barnes (bm) Virgil I. Conopask (cm)	Fred K. Swales (ad-ram) E. Bartlett Barnes (mga) V. I. Conopask (cam)	E. Bartlett Barnes (pm) E. Gordon Stocks (ms)
DANBURY 22,067 30,337-ABC-CZ	News-Times (e) (AB) 16,082	.10		Flat (I) (AP) (5¢d, 30¢w, $1.30mo) (Julius Mathews Adv. Agcy.)	The Danbury News-Times Co. Frank S. Stevens, Exec. V.-P.	Marshall Rogers (eep) Stephen A. Collins (e)	Stephen A. Collins (ne) F. K. Collins (sp) Robina C. Clark (we)	Frank S. Stevens (gm) Richard S. Rice (bm) George W. Stevenson (cm)	Leroy E. Paltrowitz (ad-mga-ram-cam)	Leroy E. Paltrowitz (apm) William J. Stevens (ms)
GREENWICH 40,835 (Town) 40,835-ABC-CZ	Time (e ex Sat.) (AB) 8,708	.11	.08	(I-R) (UP) (7¢d, 30¢w, $1.25mo) (Ward-Griffith Co., Inc.)	The Greenwich Pub. Co.	Theodore Yudain (eep-e) Charles Pirro Jr. (ce)	Jack O'Brien (sp) Helen Flynn (we)	Ellis A. Rietzel (gm) John V. Connor (cm)	J. B. Chamberlain (ad) Helen Winkler (cam)	Jas. F. Hundermark (ms)
HARTFORD 177,397 276,098-ABC-CZ	Courant (1) (m) (AB) 86,944 Sunday edition (S) (AB) 130,826	.22 .31	Flat	Flat (R) (AP, INS, UP) (5¢, 20¢S, 50¢w-d&S, $1.30mo-d, 90¢mo-S) (Gilman, Nicoll & Ruthman)	The Hartford Courant Co. John R. Reitemeyer, Pres.-Pub.	Herbert Brucker (eep) William J. Foote (me) Chas. L. Towne (ce)	R. Philip Rose (ne) H. Viggo Andersen (Su) Wm. J. Lee (sp) Edith Radom (we)	John Sudarsky (bm) George F. Clark (cm) Edmund W. Ilownes (com)	John L. Coughlin (ad) Arthur F. Smith (mga) Howard E. Palmer (ram) C. Kenneth Ward (cam)	Belden Morgan (pm) Stewart Beckett (prod. mgr.)
	Times (1) (e) (AB) 109,680	.27		Flat (I-D) (AP, UP; INS) (J) (5¢, 30¢w, $1.30 mo) (J. P. McKinney & Son)	The Hartford Times, Inc. Frank E. Gannett, Pres. David R. Daniel, Pub.	Ward Duffy (e) Carl E. Lindstrom (exec. e) Francis T. Ahearn (ce) Max I. Farber (me)	Arthur B. McGinley (sp) Edrie Van Dore (we)	Norman C. Johnson (cir-dir) Wm. G. Hinman (cm) Latham B. Howard (comp)	Jos. F. Weyand (ad) Rupert C. Wardner (mga) John R. Callahan (ram) Paul T. Fitchner (cam)	Richard Henderson (pm) Jos. L. Woods (prod. mgr.)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

Cars From 42 Connecticut Towns In This One Hartford Parking Lot

OVER 91,500 DAILY*
OVER 136,500 SUNDAY*

*Week Ending November 13, 1954

Represented Nationally by Gilman, Nicoll and Ruthman

PROOF THAT HARTFORD IS THE CENTER FOR CONNECTICUT SHOPPERS

On October 19, 1954, in Hartford's most central parking lot, there were cars from 42 of Connecticut's 169 towns. More proof that the Hartford market area is not Hartford alone, but is the great area covered by The Courant.

54% of the charge accounts in Hartford's large stores are held by people living outside the Hartford ABC city zone. This parallels The Courant's circulation.

If you want to cover Greater Hartford plus the cities and towns like Bristol, New Britain, Manchester, Windsor Locks, Winsted, Rockville and Middletown, you can do it only with The Courant. The Courant covers them all. You can't cover Connecticut without The Courant.

The Hartford Courant

The Hartford Times

A Great Newspaper in a Wealthy Market

When you find a truly wealthy market and a great newspaper with circulation that saturates that market you've found the ideal situation for developing sales.

The Hartford market has everything you want! It is both a "mass" and a "class" market and is always found in the top brackets in per capita retail sales, savings, and income. Hartford leads all other Connecticut cities in sales tax returns to the state. All this, PLUS a newspaper which has the largest circulation of any daily newspaper in the state . . . concentrated in this rich market. Here you have all the elements necessary to accomplish successful merchandising.

Hartford has long been recognized as the leading test market of the east, and many times has been voted to be the Number One Test Market of the whole nation. This is indicative of the Hartford market area's value to you as a fertile field for sales promotion.

★ ★ ★

Retail, general, classified and total advertising linage figures indicate that The Hartford Times is the leading advertising medium in Connecticut, the proven choice of sales managers, media buyers, and advertisers who want to reach the rich Hartford market most effectively.

The Hartford Times

LARGEST DAILY CIRCULATION IN CONNECTICUT

Member: The Gannett Group

REPRESENTED BY

J. P. McKINNEY & SON • NEW YORK • CHICAGO • SAN FRANCISCO

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

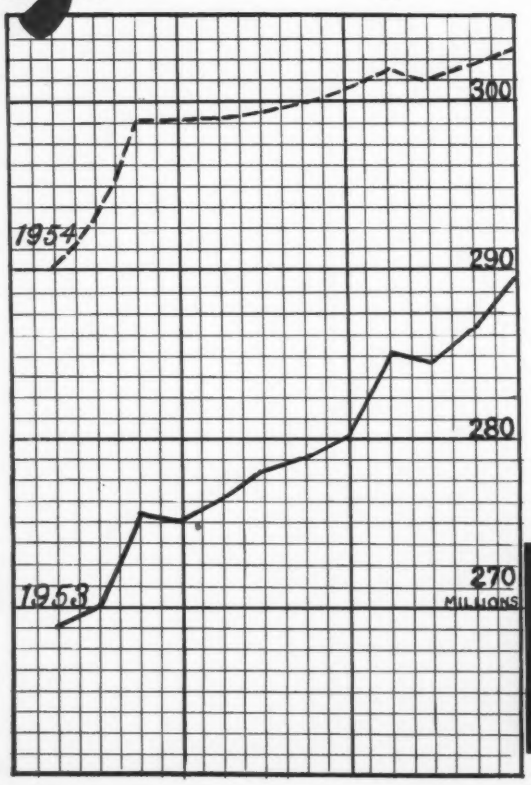
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MANCHESTER 34,116 (Town) 34,116-ABC-CZ	Herald (e)	ABC 10,651	.08		Flat (R) (AP) (5¢d, 30¢w, $1.30mo) (Julius Mathews Special Agency)	Herald Ptg. Co., Inc. Thomas F. Ferguson, Walter Ferguson, Co-Pubs.	Alan H. Olmstead (eep) Thomas F. Ferguson (me) Harold E. Turkington (ce)	Earl Yost (sp) Mrs. Mary Taylor (we)	Thomas F. Ferguson (gm-bm) William Anderson (cm)	Leon A. Thorp (ad) W. F. Dalton (ram) Jeannette McCooe (cam)	Walter Ferguson (ms)
MERIDEN-WALLINGFORD 44,088—Meriden 16,976—Wallingford (town) 57,204-ABC-CZ	Record (m)	ABC 15,746			(I-R) (AP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	The Meriden Record Co. Wayne C. Smith, Pres.-Pub.	Warren F. Gardner (e-eep-me-R) Herman H. Angel (ce-R)	Warren F. Gardner (ne-R) Clifford F. Burton (sp-R) Joan Kingsford (we-R)	Carter H. White (gm) E. E. Eisenheimer (com) Jas. B. Kennedy (cm-R)	Charles G. Iwanicki (ad-mga) Clarence A. Hubbard (ram)	Carter H. White (pm) Charles G. Iwanicki (apm)
	Journal (e)	ABC 8,611			(I) (AP, UP) (5¢, 30¢ w) (Gilman, Nicoll & Ruthman)	Blanche Hixson Smith, Exec. Ed.	S. H. Wendover (eep-e-me-J) Lew Allen (ce-J)	S. H. Wendover (ne-J) Frank R. Corkin, Jr. (sp-J) Dorothea Lewis (we-J)	Geo. J. Jagolinzer (cm-J)		
	Combined daily (me)	ABC 24,357	.13	Flat							
MIDDLETOWN 29,711 39,183-ABC-CZ	Press (e)	ABC 14,718	.09		Flat (I-R) (UP) (5¢d, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The Middletown Press Pub. Co. Elmer S. Hubbell, Pres.-Pub.	Fred N. Smith (e) Einar A. V. Gustafson (me) Philip Gildersleeve (ce)	Fred Post (sp) Caroline M. Scory (we)	Edward J. McNulty (bm) Earl J. Alquist (cm)	Nelson A. Demers (ad) Ruth Hoerman (cam)	.....
NAUGATUCK 17,455	News (e)	4,985	.06		Flat (I) (UP) (J) (5¢d, 30¢ w, $1.30mo) (De Lisser, Inc.)	The Naugatuck Daily News Rudolph M. Hennick, Pres.-Pub.	Jos. P. Donahue (me) William C. Simmons (ce)	Connie Stauffer (we)	Harold T. Dillon (bm-cm)	Fred Hennick (mga) Fred Hennick (ram) William Gaughan, Jr. (cam)	Harold Wilson (ms)
NEW BRITAIN 73,726 88,527-ABC-CZ	Herald (e)	ABC 26,853	.15		Flat (I) (AP, UP) (5¢, 30¢ w) (Story, Brooks & Finley, Inc.)	Herald Pub. Co. Robert C. Vance, Pres.-Pub.	B. F. Lancaster (eep) Robt. C. Vance (e) Arthur E. McEvoy (me) Richard F. Conway (ce)	Gerald P. Crean (sp) Mrs. Grace C. Lee (we)	H. M. Peterson (gm) Joseph F. Crowley (cm)	William Mill (ad) John T. Heath (mga) John E. Bergeron (ram) Felix Scapellati (cam)	Gardner C. Weld (pm)
NEW HAVEN 164,443 246,128-ABC-CZ	Journal-Courier (m)	ABC 22,107	.12		Flat (I) (AP, ONA) (5¢, 30¢ w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Carrington Pub. Co., Inc.	James M. Groves (eep) Geo. C. Jones, IV (me) Thomas W. Bentley (ce)	Wm. J. Ahern (sp) Carol Miller Chalfant (we)	Donald A. Spargo (bm) John M. Boni (cm)	Michael H. Wren (ad-mga-ram-cam)	Michael H. Wren (apm) Harold Schaudel (ms)
	Register (3) (e)	93,386	.26	Flat	(I) (AP, NANA) (4¢d, 15¢S, 43¢w-d&S, $1.85mo-d&S) (Julius Mathews Special Agency, Inc.)	John Day Jackson, Owner-Pub. R. S. Jackson (asst.pub.) L. S. Jackson (asst.pub.)	Alden W. Smith (eep) John Day Jackson (e) C. T. McQueeney (me) E. P. Barthelmes (ce)	Geo. Harrington (ne) W. E. Lush (Su) Chas. W. Kellogg (sp) Ruth Clouse (we)	W. H. Cullum (bm) W. B. Mills (cm)	George Bazin (mga) John F. Hine (ram) L. B. Robinson (cam)	Walter B. Mills (prod.mgr.)
	Sunday edition (S)	93,386	.26								

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

Savings

Continue to

Deposits/~~Reach~~ all time High



The constant increases in the amount of savings in the banks of New Haven is a definite proof of the stability of this steadily growing market with no drastic ups or downs to interfere with your sales plans and sales returns.

The steady growth in the circulation of THE NEW HAVEN REGISTER—both evening and Sunday—is your guarantee of more deliveries to more homes in this most important Southern New England market.

The New Haven Register

A Good Family Newspaper Since 1812

reaching people is real nice but reaching *customers* is more profitable

Every advertiser in and around Washington knows that The Washington Star pays off in customers

The Washington Star

EVENING AND SUNDAY WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; Chicago — Detroit — Los Angeles — San Francisco

Special Florida representative: The Leonard Co., 311 Lincoln Road, Miami Beach, Florida

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW LONDON 30,551 61,547-ABC-CZ	Day (e) (BC) 23,447	.12	.12	(I-R) (AP) (5¢d, 30¢w) (Gilman, Nicoll & Ruthman)	The Day Pub. Co.	George E. Clapp (me) James S. Watterson (ce)	J. J. DeGange (sp)	Orvin G. Andrews (gm) Barnard L. Colby (asst. gm) Wilfrid H. Cruise (cm)	Chas. J. O'Connor (ad-mga) Lars E. Gustafson (ram) C. J. O'Connor (cam)	
NORWALK 49,460 49,460-ABC-CZ	Hour (e) (BC) 15,837	.10	Flat	(I) (AP) (5¢, 30¢w, $1.50mo) (Julius Mathews Special Agency, Inc.)	Hour Pub. Co. Nellie M. Thomas, Pres.	Sidney A. Bedient (me) Richard W. Sweeney (ce)	W. W. Williams (sp) Alma M. Lycett (we)	Chas. E. Kellogg (gm-bm) A. W. Frock (cm)	A. H. Backus (mga) Wm. B. Clark (ram)	
NORWICH 37,633* *City and town consolidated July 18, 1951.	Bulletin (m) 22,634	.14	Flat	(R) (AP) (J) (5¢, 30¢w, $1.30mo) (none)	The Bulletin Co. Harrison C. Noyes, Pres.-Co-Pub. Clifford C. Oat, Treas.-Pub.	Harvey M. Briggs (eep-e-me-B&SR) T. F. Winters (ce-B) Ellsworth Cramer (ce-SR)	Wm. H. Cruickshank (sp) Alice Higgins (we)	Clifford C. Oat (gm-bm) Robert Sampson (cm)	Clifford C. Oat (ad-mga) Donald L. Oat and Harrison C. Noyes, Jr. (ram-cam)	Raymond D. Love (ms)
	Record (S) 18,843	.14	Flat	(I) (10¢S)						
STAMFORD 74,293 74,293-ABC-CZ	Advocate (e) (BC) 23,166	.13	Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Gillespie Bros., Inc. Kingsley Gillespie, Pres.-Pub.	Kingsley Gillespie (e) E. R. McCullough (me) Rockwell Hollands (ce)	John Redigan (ne) Maurice Magliola (sp) Clara P. Gildemeister (we)	Kingsley Gillespie (gm) E. W. Davis (bm) Richard H. Gillespie, Jr. (cm)	James H. Wilson (ad-mga) Verne T. Coxen (cam)	
TORRINGTON 27,820	Register (e) 10,140	.08	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Torrington Printing Co. John H. Brooks, Pres.-Pub.	Walter Gisselbrecht (e) Matthew W. Beary (ce)	Howard Holcomb (sp)	Walter G. Gisselbrecht (bm)	Bruce H. Thurber (mga)	John E. Potter (ms)
WATERBURY 104,477 131,707-ABC-CZ	Republican (m) (BC) 21,295	.....	.....	(I-R) (AP, INS, UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Gilman, Nicoll & Ruthman)	American-Republican Inc. William J. Pape, Pres.-Pub. Wm. B. Pape, Asst. Pub.	W. W. Vosburgh, Jr. (eep) Raymond J. Fanning (exec. ed) Gerald M. Monaghan (ce-A) Wm. J. Baxter (ce-R)	Cornelius F. Maloney (Su) John C. Kelley (sp-A) Wm. P. O'Donnell (sp-R) Marie D. Hart (we)	Jas. H. Darcey (gm) Edwin L. Pierce (bm) Jos. C. Rowett (cm)	Kenneth M. Carter (mga) F. P. Buckley (ad. mgr.) Laurence A. Kenny (cam)	Eric Pape (ms)
	American (e) (BC) 39,951	.....	.....							
	Combined daily (me) (BC) 61,246	.19	Flat							
	Republican (S) (BC) 43,857	.....	.....							
	Evening & Sunday (eS) (BC) 83,808	.21	Flat							
WILLIMANTIC 13,586	Chronicle (e) 5,550	.05	Flat	(I) (UP) (3¢, 20¢w) (Julius Mathews Special Agency, Inc.)	Chronicle Ptg. Co. Willis Ridgeway, Pres.	Roy W. Downer (eep-e-me-ce)	James Malone (sp)	Arthur W. Crosbie (gm-bm)	Arthur W. Crosbie (ad) Irene C. Brassill (mga)	John W. Keeffe (ms)
WINSTED 8,781	Citizen (e) 3,483	.04	Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	The Citizen Ptg. Co. Theodore Vaill, Pres.-Pub.	Thomas A. Haggerty (eep-e-me-ce)	Thomas A. Haggerty (ne) Robert J. McCarthy (sp)	Theodore Vaill (gm-bm-cm-com)	Theodore Vaill (ad-mga-ram-cam)	Theodore Vaill (pm-apm) W. W. Jarvis (ms)

DELAWARE

City	Name of Newspaper	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
DOVER 6,223	State News (e) 5,889	.08	Flat	(I) (AP) (5¢, 30¢w) (Julius Mathew Spec. Agency)	Delaware State News Corp. Jack Smyth, Pres.	Jack Smyth (e-eep) Jim Miller (ce)	Pat Knight (sp) Kay Taylor (we)	Fred W. Dewey (cm)	Terry Pickwick (ad) John W. Beach (ram) Muriel Lefferts (cam)	Jack Smyth (pm-apm) Harold Quenzler (ms)
WILMINGTON 110,356 110,356-ABC-CZ	News (m) (BC) 26,528	.....	.....	(I) (AP, UP, INS) (5¢, 30¢w, $1.30mo) Story, Brooks & Finley, Inc. and Hal Winter Co. (Southern Resort Advert.)	The News-Journal Co. Henry T. Claus, Pres.	C. L. Reese, Jr. (exec. e) S. H. Caufman, Jr. (me-MN) Elmer F. Cunningham (me-J) W. Emerson Wilson (ce-MN) Richard I. Rinard (ce-J)	Albert T. Cartwright (sp-J) Martin H. Levin (ap-MN) Eleanor N. Parrish (we)	Frederick Walter (bm) Daniel L. Martin (cm) J. A. Thompson (com)	Albert L. Ingram (ad) Harry C. Harbison (mga) Wm. J. Black (ram) Margaret R. Cadwell (cam)	W. Murray Metten (pm) H. C. Harbison (apm) Harold C. Berg (ms)
	Journal-Every Evening (e) (BC) 67,686	.....	.....							
	Combined daily (me) (BC) 94,214	.33	Flat							

DISTRICT OF COLUMBIA

City	Name of Newspaper	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
WASHINGTON 802,178 1,221,984-ABC-CZ	News (e ex Sat.) (BC) 153,555	.50	Flat	(I) (SHNA, UP) (4¢d, 25¢w, $1.10mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Washington Daily News Co. Matt Meyer, Pres.	John Thos. O'Rourke (eep-e) Richard Hollander (me) Nicholas Blatchford (ce)	Ev Gardner (sp) Cornelia Berryman (we)	Matt Meyer (bm) Raymond F. Mack (cm)	Howard Grothe (ad) John Panagos (ram) Myron Glasser (mga) Albert L. Kinsey (cam)	John Waits (pm)
	Saturday Edition (Sat.) (BC) 125,360	.50	Flat							
	Post and Times Herald (m ex Sat.) (BC) 380,607	.88	Flat	(I) (AP, NYHT, UP, INS, CT-NYN, RN, CDN) (5¢, 15¢S, 30¢w-d, 40¢w-d&S, $1.75mo) (Sawyer-Ferguson-Walker Co., Hal Winter Co. (Fla.) and Joshua B. Powers, Ltd. (London)	Washington Post Co. Eugene Meyer, Chairman of Bd. Philip L. Graham, Pres.-Pub. Floyd R. Harrison, Treas. C. C. Boysen, Secty.	James R. Wiggins (me) Robert H. Estabrook (eep) Ben Gilbert (ce) Alfred Friendly (day asst. me) James Cutlip (night asst. me)	Kenneth Harter (ne) Harold Kneeland (Su) Luther D. Ham (sp) Marie Sauer (we)	John W. Sweeterman (gm) Harry Gladstein (cm) G. S. Phillips (com)	Donald M. Bernard (ad) Jack M. B. Sacks (asst. ad) W. F. Gatewood (ram) John Grant (cam)	Jos. P. Lynch, Jr. (pm) Harry Eybers (prod. mgr.)
	Saturday Edition (Sat.) (BC) 358,877	.88	Flat							
	Sunday edition (S) (BC) 393,382	.88	Flat							
	Morning and Sunday (mS) (BC) 773,989	1.71	Flat							
	Star (4) (e ex Sat.) (BC) 245,642	.66	Flat	(I) (AP, CDN, NANA) (*S) (5¢, 15¢S, 40¢w-d&S. $1.75mo-d&S) (62) (O'Mara & Ormsbee, Inc. (New York, Detroit, Chicago, Los Angeles, San Francisco) The Leonard Co. (Florida travel & resort)	The Evening Star Newspaper Co. Samuel H. Kauffmann, Pres.	Benj. M. McKelway (e) John H. Cline (asso.e) Herbert F. Corn (me) Edwin Tribble (ce)	I. Wm. Hill (ne) William Hines (Su) Chas. M. Egan (sp) Lee Walsh (we)	C. N. Boyd (bm) C. W. Welch (asst. bm) E. J. DeVore (cm) W. R. Little (com)	G. W. Kauffmann (ad) John H. Kauffmann (asst. ad) W. G. Hanford (mga) Frank V. Aiello (ram) Jack Schoo (cam)	Wm. E. Coyle (pm) Jack Smith (rd) Willmott Lewis (ms)
	Saturday edition (Sat.) (BC) 228,477	.66	Flat							
	Sunday edition (S) (BC) 273,244	.66	Flat							

FLORIDA

City	Name of Newspaper	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
BRADENTON 13,604	Herald (e ex Sat.) 10,579	.10	Flat	(I-D) (AP) (J) (5¢d, 15¢S, 35¢w-d&S, $1.55mo) (Theis & Simpson, Inc. and V. J. Obenauer, Jr. (Florida)	Bradenton Herald Co. A. H. Chapman, Pres. W. E. Page, Pub.	Earl Eastwood (e) J. B. Cheshire (me)	Polly Henry (we)	W. E. Wilson (cm)	R. P. Richardson, Jr. (ram) Bill Strickland (cam)	
	Sunday edition (S) 10,579	.10	Flat							

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CLEARWATER 15,581 21,291-ABC-CZ	Sun (e ex Sat.) 9,267 Sunday edition (S) 9,914	.08 .08	Flat Flat	(I-D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.55 mo)(General Advertising Service, Inc.)	Clearwater Sun, Inc. W. S. Zschach, Pres. John E. Marsh, Pub.	James L. Beardsley (eep-e-me) Reinhold Rogers (ce)	Donald Schuck (sp) Charlotte Pickering (we)	W. S. Zschach (gm) Robert Brady (cm)	W. Paul Harris (mga) Dorothy Congdon (cam)	Oren Owen (ms)
DAYTONA BEACH 30,187 40,974-ABC-CZ	Journal (m) 17,252 News (e) 18,545 Combined daily (me) 35,797 News-Journal (S) 23,880	.... .18 .18	.... Flat Flat	(D) (AP) (5¢d, 10¢S, 55¢w-me&S, $2.35 mo) (Ward-Griffith Co., Inc. and V. J. Obenauer, Jr. (Florida)	News-Journal Corp. Julius Davidson, Pres.-Pub.	Herbert M. Davidson (eep-e) Tippen Davidson (exec ed.) Robert Vance (ce-J) William Finney (ce-N)	Robert Hunter (Su) Bernard L. Kahn (sp) Elizabeth Eastman (we-J) Dorothy Scoville (we-N)	Julius Davidson (gm) Milford V. Clifton (cm)	George R. Schmidt (ad-mga-ram) Julia Rosenthal (cam)	George R. Schmidt (apm) Fred C. Brainer (ms)
DE LAND 8,652 8,652-ABC-CZ	Sun News (e ex Sat.) 4,508 Sunday edition (S) 4,633	.06 .06	Flat Flat	(I) (AP) (5¢d, 10¢S, 30¢w, $1.30mo) (John H. Perry Associates)	DeLand Pub. Co. John H. Perry, Jr., (Pres.) John Morgan Welch, Pub.	May G. Horner (eep-e-me) Perry W. DuMez (ce)	Perry DuMez (ne) May G. Horner (Su) James J. Jordan (sp) Mrs. Ruby Strawn (we)	John Morgan Welch (gm-bm) Ralph Michael (cm)	Harry Nelson (ad) Morgan Welch (mga) Mrs. Marjorie Pope (cam)	Ralph Michael (pm) J. B. Wells (ms)
FT. LAUDERDALE 36,328 52,046-ABC-CZ	News (e) 24,978 (S) 24,406	.14 .14	Flat Flat	(I-D) (AP) (5¢d, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Gore Pub. Co. R. H. Gore, (Chm. of Bd.) J. W. Dickey, Pres.-Pub. J. W. Gore, Co-Pub.	Orville Revelle (eep) Jack W. Gore (e) F. P. Pettijohn (me) H. Miller (ce)	Orville Revelle (ne) Frances Laslie (we) Joe Kolb (sp)	J. W. Dickey (gm) J. M. Cain (cm)	W. W. Starr (ad-ram) J. D. Hunter (mga) Jack Dixon (cam)	T. T. Gore (pm) Floyd Pyles (ms)
FT. MYERS 13,195	News-Press (m) 9,789 Sunday edition (S) 9,789	.09 .09	Flat Flat	(I-D) (AP) (J) (5¢d, 10¢S, 35¢w, $1.50 mo) (Theis & Simpson Co., Inc. and V. J. Obenauer, Jr. (Florida)	News-Press Pub. Co.	Wm. R. Spear (e-me)	Len Harsh (sp) Geraldine B. Vesper (we)	Chesley E. Perry (gm-bm) Tom Matheson (cm)	Dewey M. Murphy (ad-ram) Betty Fischer (mga) Manley Welsh (cam)	Dewey M. Murphy (pm-apm)
FT. PIERCE 13,502	News-Tribune (e ex Sat.) 6,197 Sunday edition (S) 6,411 *.075 in combination with Weekly Star.	.07* .07*	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w, $1.25mo) (General Advertising Service, Inc.)	Fort Pierce Newspapers, Inc. W. S. Zschach, Pres. H. T. Enns, Jr., Pub.	H. T. Enns, Jr. (me) C. S. Miley (e) Robert N. Enns (ce)	Robert N. Enns (sp) William Swetsgood (ne) Mrs. Meryl Scott (we)	Paul G. Enns (gm-bm) Sidney L. Grace (cm)	David E. Harrison (ad) Clara M. Dodd (cam)	David E. Harrison (pm) Joe Summerlin (ms)
GAINESVILLE 26,861 32,314-ABC-CZ	Sun (e ex Sat.) 10,026 Sunday edition (S) 10,496	.09 .09	Flat Flat	(I-D) (AP) (J) (*S) (5¢d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Pepper Ptg. Co. Mrs. W. M. Pepper, Pres.	W. M. Pepper, Jr. (eep-e) R. B. Beard (me) W. M. Pepper, III (ce)	R. B. Beard (Su) Elinor Crom (we)	L. C. Pepper (gm) L. M. Shannon (bm) W. M. Torlay (cm)	W. G. Ebersole (ad) T. J. Hutson (ram)	L. C. Pepper (pm) R. B. Beard (ms)
JACKSONVILLE 204,517 288,916-ABC-CZ	Florida Times-Union (1) (m) 137,279 Sunday edition (S) 148,535	.37 .40	Flat Flat	(I-D) (AP, NYT, NANA, UP) (5¢, 15¢S, 45¢w, $1.95 mo) (Reynolds-Fitzgerald, Inc.)	Florida Pub. Co. Robert C. Millar, Pres.	C. J. King, Sr. (eep) J. S. C. Butz (me) John S. Walters (ce)	A. A. Finnefrock (sp)	Robert C. Millar (gm) F. P. Turner (cm) J. L. Smith (com)	Sam.P. Calloway (mga) W. B. Goodloe (ram) J. H. Ward (cam)	Walter Liddell (Prod. Mgr.) H. R. Capps, Sr. (ms)
	Journal (2) (e) 60,729	.23	Flat	(I) (AP, UP) (5¢) (John H. Perry Associates)	Metropolis Co. John H. Perry, Pres. Norvin S. Veal, Pub.	Robt. N. Dow (me) Thomas B. Logue (ce)	Joe Livingston (sp) Charlene Cranford (we)	Norvin S. Veal (gm) Geo. B. Tobi (bm) W. A. Woolington (cm)	Geo. B. Tobi (ad) Millard P. White (mga) R. M. Busey (ram) C. W. Yeager (cam)	Clarence W. Wagener (pm) R. M. Busey (apm) R. N. Dow (ms)
KEY WEST 26,433	Citizen (e) 6,262	.07	Flat	(I-D) (AP) (J) (5¢, 25¢w, $1.00mo) (Theis & Simpson Co. Inc.)	Citizen Pub. Co.	Sam Harris (eep) N. D. Artman (e) N. D. Artman (me) Margaret Foresman (ce)	Margaret Foresman (ne) Jim Cobb (sp) Sue Jones (we)	N. D. Artman (gm) Norman D. Artman (bm) Rayford Roberts (cm)	John Cellar (ad-mga) John A. Cellar (ram) Elizabeth Russell (cam)	John Cellar (pm-apm) Percy Curry (ms)
LAKELAND 30,851 33,699-ABC-CZ	Ledger (e ex Sat.) 14,803 Sunday edition (S) 15,434	.10 .10	Flat Flat	(D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.50 mo) (Burke, Kuipers & Mahoney and V. J. Obenauer, Jr. (Florida).	Ledger Pub. Co., Inc. Jay C. Smith, Pres. A. W. Smith, Pub.	Harris G. Sims (eep-e) Clarence E. Good (me) Jack Matthews (ce)	Jack W. Slayton (sp) Mrs. Olive Sykes (we)	A. W. Smith (gm-bm) W. J. Abram (cm)	W. J. Porter (ad) Solon Southerland (mga) N. E. Bennett (cam)	Wm. J. Porter (pm) Clifford Alves (ms)
LAKE WALES 6,821	Highlander (e ex Sat.) 1,278	.055	.055	(I) (AP) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Highlander Pub. Co., Inc. Robt. O. Lodmell, Pub.	Robt. O. Lodmell (e) Homer Cooksey (me)	Judy McCormick (we)	.....	Georga Norman (ram)	.....
LAKE WORTH 11,777	Leader (e ex Mon. & Sat.) 3,974 Sunday edition (S) 3,974	.08 .08	Flat Flat	(I) (AP, INS, UP) (J) (*S) (5¢d, 10¢S, 30¢w) (none)	William S. Waddell, Pub.	William Cole (me)	Fenwick P. Cole (ne-se) John H. Coller (sp) Nancy Powell (we)	William S. Waddell (gm) Robert Ezensen, Jr. (cm)	Robert H. Jacques (ad-mga) Harold G. Fleenor (ram) Genevieve T. Sebelon (raw) Christine Swan (caw)	Charles Pirovano (ms)
LEESBURG 7,395	Commercial & Ledger (e) 1,413 (S) 1,413	.055 .055	Flat Flat	(John H. Perry Associates)	John H. Perry, Jr., Pres. C. Chester Cooper, Pub.	.....	.....	.....	.....	.....
MELBOURNE 4,223 6,007-ABC-CZ	Times (e) 2,577 (S) 2,645	.06	Flat	(I-D) (AP) (J) (5¢d, 25¢w) (John H. Perry Associates)	News-Journal Co. John H. Perry, Jr. Pres. R. H. Berg, Pub.	R. H. Berg (eep-e)	Wm. Bunge (ne) Pearl Leech (we)	R. H. Berg (gm) Ellis Knowles (cm)	Robert J. Holly (ad)	Russell Harris (ms)
MIAMI 249,276 467,830-ABC-CZ	Herald (30) (m) 216,090 Sunday edition (S) 255,976	.55 .60	Flat Flat	(I) (AP, CDN, DJ, INS, UP) (5¢, 15¢S; 45¢w, $1.95mo by carrier; $2.17mo by mail) (Story, Brooks & Finley, Inc.)	Miami Herald Pub. Co. John S. Knight, Pres.-Pub.	John D. Pennekamp (eep) John S. Knight (e) George Beebe (me) William Townes (Day me) Merlin Test (Acting ce)	Charles Ward (ne) Carl Jenkins (Su) Jimmy Burns (sp) Mrs. Dorothy Jurney (we)	Henry Troetschel (cm)	John Watters (ad-ram) N. N. Songer (mga) M. F. Self (cam)	Vernon R. Spitaleri (rd) L. R. Barnhill (pm-apm) Richard M. Fitzgerald (ms)
	News (36) (e) 106,917 Sunday edition (S) 97,531	.39 .39	Flat Flat	(D) (AP, DJ, INS, NANA, NYT, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (Sawyer-Ferguson-Walker)	Miami Daily News, Inc. James M. Cox, Pres. D. J. Mahoney, Pub.	Thos. W. Hagan (e) Hoke S. Welch (me) John McMullan (ce)	Keith Ball (ne) Howard Smith (Su) Morris McLemore (sp)	J. R. Brumby (gm) John L. Foy (bm) L. B. Dillard (cm) John Booth (com)	Robt. F. Buggeln (ad) R. H. Kingston, Jr. (mga) Roger Coryell (ram) R. C. O'Donnell (cam)	Virginia Griffin (pm) Julian Eberle (ms) J. M. Dwyer (rd)
MIAMI BEACH 46,282	Miami Beach Sun (40) (e ex Sat.) 9,108 Sunday edition (S)	.18 .18	Flat Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (The Katz Agency)	Miami Beach Sun Pub. Co. Geo. B. Storer, Pres. Parks Rusk, Pub.	E. E. Eicher (me) Art Rhodes (ce)	Art Rhodes (ne) Mert Wetstein (sp) Maude Massengale (we)	Parks Rusk (gm) Earl J. Mason (bm) Henry Q. Stevens (cm) Wm. McKittenck (com)	Earl J. Mason (ad) Hugh Booher (mga) Max Zucker (cam)	John R. Ninekirk (ms)

Big chains investing MILLIONS in year 'round MIAMI

Business and building boom throughout the year on Florida's Gold Coast!

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J. C. Penney is opening large stores in two of Miami's new shopping centers: the $9,000,000 Biscayne Shopping Mall and the 48-acre center at 163rd St.

Jordan Marsh has begun construction of a huge 5 million dollar store on Biscayne Blvd.

★ Miami department store sales rose 6% over last year

★ Total retail sales are way over the billion mark on the Gold Coast

★ Over 3 million tourists a year plus a million permanent residents help keep business at high levels both winter and summer.

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Affiliated Stations — **WQAM, WQAM-FM**

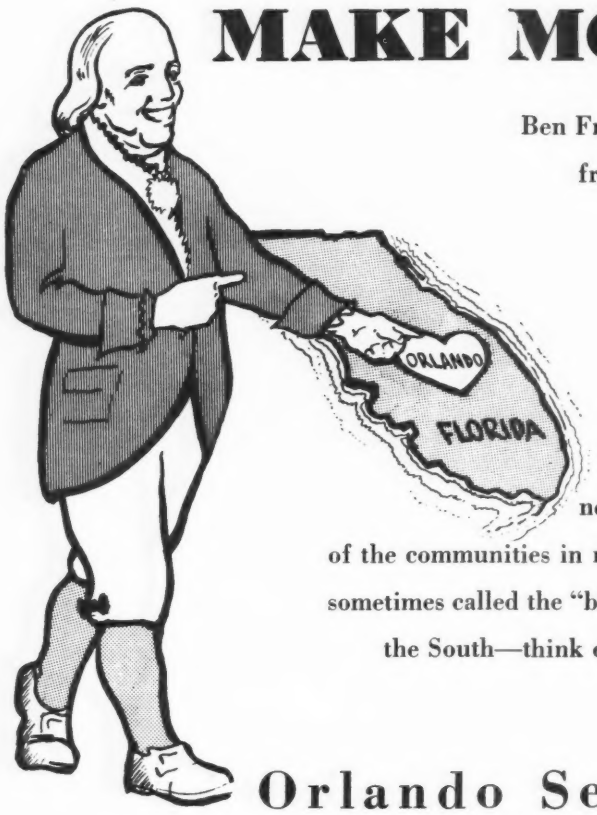
The Miami Herald ALONE sells the Greater Miami Market.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
OCALA 11,741 11,741-ABC-CZ	Star-Banner (e ex Sat.) 6,885 Sunday edition (S) 7,057	.06 .06	Flat Flat	(AP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.30 mo) (John H. Perry Associates)	Ocala Star-Banner, Inc. John H. Perry, Jr., Pres. H. D. Leavengood, Pub.	R. N. Dosh (eep) Louis Chazel (e-ce)	R. N. Dosh (ne) David Cook (sp) F. Sheppard (so)	Victor P. Leavengood (bm) E. M. Gentry (cm)	Helen Newsom (ad) Elvin Grubbs (cam)	Homer Shaffer (ms)
ORLANDO 52,367 84,089-ABC-CZ	Sentinel (m) 43,053 Evening Star (e) 21,246 Combined daily (me) 64,299 Sentinel-Star (S) 56,977	.... .31 .31	.... Flat Flat	(I) (AP, CT-NYN) (5¢, 15¢S, 40¢w-m or e&S, 65¢w-m, e&S; $1.75mo-m or e&S; $2.85mo-m,e&S) (Burke, Kuipers & Mahoney, Inc. and V. J. Obenauer, Jr. (Florida).	Orlando Daily Newspapers, Inc. Martin Andersen, Pres.-Pub.	Martin Andersen (e) Henry Balch (exec. e) William G. Conomos (me-Sent.) Charles Wadsworth (me-Star) Art Martin (ce)	Edee Green (Su) Robert Howard (sp) Kathryn Magruder (we)	Charles Medlin (bm) Harold Hamilton (cm)	M. J. Austin (ad) Leonard F. Case (mga) Thomas Kline (ram) Robert Walter (cam)	Howard Cornwall (ms)
PALATKA 9,176 9,176-ABC-CZ	News (e ex Sat.) 3,093	.08	Flat	(I-D) (AP) (J) (5¢, 20¢ w, 90¢mo) (none)	Palatka Pub. Co. A. Bev. Baker, Pres.-Pub.	A. Bev. Baker (eep-e-me-ce)	A. Bev. Baker (ne) Fred P. Green (sp) Memrie James (we)	Charles A. Tarver (gm) Jean E. Baker (bm) Richard D. Hines (cm)	Lizette L. Tarver (ad) Fred A. Moody (ram) Lorene Ballard (cam)	Chas. A. Tarver (ms)
PALM BEACH 3,886	News (mS) (Dec.-April)	 .15	 .11	(I) (INS) (5¢, 5¢S, 35¢ w-d&S, $1.50mo) (John H. Perry Associates)	P. B. News & Life, Inc. John H. Perry, Jr., Pres. George W. Archer, Pub.	Ruby Edna Pierce (eep-e)		Ruby Edna Pierce (mgr)	Don Greenlief (ad)	L. S. Vaughan (ms)
PANAMA CITY 25,814 29,975-ABC-CZ	News (m) 3,532 Herald (e ex Sat.) 12,841 Combined daily (me) 16,373 News-Herald (S) 14,263	.07 .12 .14 .14	Flat Flat Flat Flat	(I) (AP, UP) (5¢, 30¢ w, $1.30mo.) (5¢, 10¢S, 35¢w, $1.52 mo) (John H. Perry Associates)	Bay County Publishers, Inc. John H. Perry, Jr., Pres. Cecil B. Kelley, Pub.	Toni Veverka (me-N-H) Woodrow Wilson (ce-H) Duffy Parish (ce-N)	John Fenn (ne-N) Frank Pericola (sp-N) Margaret Baird (we-N) William Maxwell (ne-H) Frank Pericola (sp-H) Margaret Baird (we-H)	Cecil B. Kelley (gm-bm) Thomas J. Pippin (cm)	W. Paul Brooks (ad) R. D. Veverka (mga) Estelle Cunningham (cam)	W. Paul Brooks (rd) H. G. Hodge (ms)
PENSACOLA 43,479 79,013-ABC-CZ	Journal (m) 42,111 News (e) 29,252 Combined daily (me) 71,363 Journal (S) 47,304 Evening and Sunday (eS) 76,556	.... .27 ..... .29	.... Flat ..... Flat	(I-D) (AP, UP) (5¢, 10¢S, 40¢w-m, 60¢ comb., 30¢w-e) (John H. Perry Associates)	The News-Journal Co., Inc. John H. Perry, Jr. Pres. Braden Ball, Pub.	Marion T. Gaines (eep-e) Don Hogan (me-N) C. Harold Stokes (me-J)	Vernon McCrory (sp-N) Earl Bowden (sp-J) Hortensia Sublette (we)	Braden Ball (gm) Wm. H. White (bm) Wm. R. Cummins (cm)	Robert A. Rainey (ad-ram) Dorothy Thomas (mga)	Henry Chairselle (ms)
ST. AUGUSTINE 13,555 14,769-ABC-CZ	Record (e ex Sat.) 5,655 Sunday edition (S) 5,632	.06 .06	Flat Flat	(I) (AP) (5¢d, 10¢S, 30¢w-d&S, $1.30) (Theis & Simpson Co. and V. J. Obenauer, Jr. (Florida).	The St. Augustine Record A. H. Tebault, Pub. W. W. Wilson, Asst. Pub.	Harvey Lopez (e) Tom King (ce)	Thos. King (sp) Dorothy Drake (we)	A. H. Tebault (gm) W. W. Wilson (bm) M. M. Cantrell (cm)	W. W. Wilson (ad) F. K. Sturges (mga) Bernice Nachtmann (ram) Key Culpepper (cam)	F. K. Sturges (pm) E. C. Creech (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

MAKE MONEY *Plenty*



Ben Franklin told how to do it, by saving a few pennies from your pay-check. In these days a few pennies invested in growing areas, such as Orlando & Central Florida, in advertising will sell your product. Orange County and Orlando gained 64 pct. population from 1940 to 1950—greater than the total gain for all Florida, which was good, too—46 pct. Our newspapers, featuring citrus & cattle news and news of the communities in nine adjacent counties (250,000 population), are sometimes called the "bibles" of the belt. When you think of Florida and the South—think of Orlando. The heart of the rich Central Florida fruit, cattle & vegetable area.

Orlando Sentinel-Star

MARTIN ANDERSEN—Editor, Owner, Ad-Writer & Galley Boy

Orlando, Florida

Nat. Rep. Burke, Kuipers & Mahoney

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. PETERSBURG 96,738 114,596-ABC-CZ	Independent (1) (e) 24,474	.15	Flat	(I) (AP) (5¢, 30¢w $1.30mo) (Johnson, Kent, Gavin & Sinding)	The Independent, Inc. R. H. Thomson, Pres. Loyal Phillips, Pub.	Loyal Phillips (e) W. G. Wiley (eep) Harold Ballew (me) James Dustin (ce)	Jeff Moshier (sp) Cecelia Fickling (we)	D. Bradford (asst. bm) J. C. Akins (cm)	R. D. Peterson (ad-ram) R. W. Martin (mga) R. E. Goodale (cam)	Cecil Weaver (ms)
	Times (1) (m) 56,164 Sunday edition (S) 59,586	.24 .26	Flat Flat	(I) (AP, UP, INS)(5¢d, 15¢S, 40¢w) Reynolds-Fitzgerald and V. J. Obenauer, Jr. (Fla.).	Times Pub. Co. Nelson Poynter, Pres.-Pub.	Nelson Poynter (e) Tom C. Harris (me) Stan Witwer (ce)	Robt B. Scism (ne) Sandy Stiles (Su) Bill Beck (sp) Diana Rowell (we)	A. H. Chapman, Jr. (gm) Jos. F. Yauch (cm) John Olson (com)	Irwin A. Simpson (ad) Charles Frank (mga) Lloyd Eder (cam)	Chas. Robinson (rd) Tom Potter (apm) Donnell Shortell (ms)
SANFORD 11,935	Herald (e ex Sat.) 2,801	.08	Flat	(I) (AP) (5¢, 25¢w, $1 mo) (General Advertising Service, Inc.)	The Sanford Herald Fred Perkins Pres-Pub.	Fred Perkins (e) James Fisher (me)	James Fisher (me-ce) Gene La Catte (sp) Mary Bukur (we)	Fred Perkins (gm) Carl Overstreet (cm)	Lourine Messenger (ad) Betty Anderson (cam)	Allan Ball (ms)
SARASOTA 18,896 25,638-ABC-CZ	Herald-Tribune (m) 8,973 Journal (e ex Sat.) 2,347 Combined daily (me) 11,320 Herald-Tribune (S) 10,501	.10 .09 .11 .11	Flat Flat Flat Flat	(I) (UP, AP) (5¢, 15¢S, 35¢w, $1.55mo) (Burke, Kuipers & Mahoney, Inc. & V. J. Obenauer, Jr. (Fla)	Lindsay Newspapers, Inc. David B. Lindsay, Pres.-Pub.	David B. Lindsay, Jr. (eep-e) Roy J. Cook (me-H-T) P. H. Harris (me-J)	James R. Shutts (Su) Nick Robertson (sp-HT) Florence Swift Schneider (we)	David B. Lindsay, Jr. (gm) both papers John Arn (cm) Geo. Bauer (bm) Donald Evans (com)	Geo. Bauer (ad) Howard Hoff (cam)	Geo. Bauer (pm)
	News* 6,706	.08	Flat	(I-R) (AP, INS) (5¢d; 30¢w; $1.30mo) Ralph R. Mulligan	Kenmar, Ltd. Kent S. McKinley, Pub.	Kent S. McKinley (eep-e) Arnold Burnett (me) A. J. Ruttenber (ce)	Wm. C. Wilson (sp) Betty Vance (we)	C. R. Duke Richardson (gm) J. A. Bateman (bm) Rob't C. Burns (cm)	E. L. Cartlidge (ad-mga-ram) Wm. H. Best (cam)	C. R. Duke Richardson (rd-pm-apm) Harold Shorman (ms)
	*New daily estab. Oct 6, 1954.									
TALLAHASSEE 27,237 36,050-ABC-CZ	Democrat (e ex Sat.) 14,014 Sunday edition (S) 13,706	.12 .12	Flat Flat	(I) (AP) (J) (5¢d, 15¢S, 35¢w-d&S, $1.50mo) (Theis & Simpson Co., Inc.)	Capital Printers Inc. John M. Tapers, Pres.	Malcom Johnson (exec. ed.) John M. Tapers (e) Mike Beaudoin (ce)	Bill McGrotha (sp)	Mrs. G. R. Gudenrath (bm) W. M. Whitmire (cm)	J. G. Buchanan (acting ad) Heidt S. Swearingen (cam)	W. A. Perkins (ms)
TAMPA 124,681 204,393-ABC-CZ	Times (e) 39,299	.23	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (The Katz Agency, Inc.)	Tampa Times Co. David E. Smiley, Pres.-Pub. Joseph F. Smiley, Asst. Pub.-V. P.	David E. Smiley (e) Joseph F. Smiley (asst. e) Hampton Dunn (me)	Ray Wiker (ne) Wilbur Kinley (sp) Carol Neef (we)	E. W. Sisson (bm) C. A. Gentry (cm)	L. S. Mitchell (ad) Donald E. McIntosh (mga-ram) Mrs. Leon Weisberg (cam)	Donald E. McIntosh (pm-apm) Joel Brooker (ms)
	Tribune (m) 113,400 Sunday edition (S) 126,666	.33 .36	Flat Flat	(I-D) (AP, UP) (5¢, 15¢S, 40¢w, $1.75 mo) (Sawyer-Ferguson-Walker Co.)	The Tribune Co. J. C. Council, Pres.-Pub.	E. D. Lambright (eep-e) V. M. Newton, Jr. (me) J. A. Murray (ce)	Paul Wilder (Su) Byron Hollingsworth (sp) Ione Simmons (we)	Clark Farber (cm)	Truman Green (ad) P. J. Gordon (mga) Leon Braddock (ram) M. T. Christian (cam)	B. I. Simmons (pm-apm)
WEST PALM BEACH 43,162 75,895-ABC-CZ	Palm Beach Post (m) 21,306 Palm Beach Times (e) 14,577 Combined daily (me) 35,883 Palm Beach Post-Times (S) 25,798	.... .20† .20	.... Flat Flat	(I) (AP, UP) (5¢, 15¢S, 60¢w-comb., $2.60 mo. comb.) (John H. Perry Associates)	Jacksonville Journal Co. John H. Perry, Pres. George W. Archer, Pub.	Ed. F. Stumpf (eep) Herbert V. Sites (assoc e)	Merrill C. Meade (ne-T) Robert C. Balfe (sp) Earnestine Pernell (we)	George W. Archer (gm) Howard M. Wheeler (cm)	Frederick M. McFarlin (mga) Gene Moore (ram) Walton Bryan (cam)	L. S. Vaughan (ms)
	†One paper (either morning or evening) may be purchased at 10% discount from the combination rate.									
WINTER HAVEN 8,605	News Chief (e ex Sat.) 4,428 Sunday edition (S) 4,428	.06 .06	Flat Flat	(I-D) (AP) (J) (5¢, 10¢S, 30¢w, $1.30 mo) (Newspapers South Inc.)	Winter Haven Pub. Co. Inc. W. E. Rynerson Pres.-Pub.	Bob Bobroff (ne) Mike Zotti (ce)	Mike Zotti (sp) Mrs. Billie Ellis (we)	Charles Goshorn (gm) Willard Tomlinson (cm)	Jane Marable (ram) Mrs. Muriel Blackwelder (cam)	.....

GEORGIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 31,155 33,944-ABC-CZ	Herald (e) 19,377 Sunday edition (S) 19,078		Flat Flat	(I-D) (AP, UP) (5¢d, 10¢S, 35¢w-d&S, $1.55mo) (Ward-Griffith Co., Inc.)	Herald Pub. Co. James H. Gray, Pres.-Pub.	James H. Gray (eep-e) J. M. Robinson (me) Don Kimsey (ce)	Harley Bowers (sp) Mrs. Louise Whiting (we)	Barbara Jones (bm) Jack D. Chambers (cm)	B. Frank Cook (ad-mga-ram) Myra H. Masters (cam)	B. Frank Cook (pm-apm) W. A. Rachals (ms)
AMERICUS 11,389	Times-Recorder (e) 5,675	.05	Flat	(D) (AP) (5¢, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	The Times-Recorder Co., Inc. James R. Blair, Pres.-Pub.	James R. Blair (eep-e) Rudy Hayes (me-ce)	Rudy Hayes (ne) Clarence Graddick (sp) Mrs. Ann W. Sheffield (we)	James R. Blair (gm-bm) C. E. Pilcher (cm)	James R. Blair (mga) Chas. Meyer (ram) Miles A. Jones (cam)	Chas. Meyer (apm) J. M. Brown (ms)
ATHENS 28,180 28,180-ABC-CZ	Banner-Herald (e ex Sat.) 6,004 Sunday edition (S) 6,683	.06 .06	Flat Flat	(D) (AP) (5¢d, 5¢S) (Ward-Griffith Co., Inc.	Athens Pub. Co. E. B. Braswell, Pres.-Pub.	E. B. Braswell (e) Bryan Lumpkin (Assoc. ed.) Virginia Woodall (ce)	Leon Driskell (ne) Merritt Pound, Jr. (se) Bunnie Cox (we)	E. B. Braswell (gm-bm) John B. Davis (cm)	J. I. Groover (ad-mga-ram-cam)	Roy Wilson (ms)
ATLANTA 331,314 563,192-ABC-CZ	Constitution (2) (m) 180,545	.....	.....	(D) (AP, DJ, UP, INS, CT-NYN, NYT) (5¢, 15¢S, 45¢w-m&S, $1.95mo) (Kelly-Smith Co.)	Atlanta Newspapers, Inc. George C. Biggers, Pres. Clark Howell, Pub.-C Horace Powell (exec. V.P.)	James Saxon Childers (e-J) Ralph McGill (e-C) William H. Fields (me-C) Tom McRae (Asst. me-C) William I. Ray, Jr. (me-J) Luke Green (ce-C) Don Carter (ce-J)	James Bellows (ne-J) Du Pont Smith (ne-C) George Hatcher (Su) Ed Danforth (sp-J) Furman Bisher (sp-C) Sue Brown Sterne (we-J) Annie Lou Hardy (we-C)	Jack Tarver (gm) Louis Johnson (bm) Arthur Daniel (cm)	Geo. C. Biggers, Jr. (ad) William F. Sykes (mga) J. C. Murray (ram) Searcy G. Garvin (cam)	Pat LaHatte (pm) Chapman Turner (ms)
	Journal (e) 248,340 Combined daily (me) 428,885 Journal-Constitution (S) 480,949 Sunday & Evening (eS) 729,289 Sunday & Morning (mS) 661,494	.... 1.00 1.05 1.40 1.30	.... Flat Flat Flat Flat	(D) (AP, DJ, UP, CT-NYN, NANA) (*S) (5¢, 15¢S, 45¢w-e&S) (Kelly-Smith Co.)						
	World (Negro) (3) (m ex Mon.)	.15	.13	(I) (INS) (J) (5¢, 10¢S, 30¢w, $1.30mo) (Interstate United Newspapers & Associated Publishers, Inc.)	Estate of W. A. Scott C. A. Scott (administrator)	C. A. Scott (e) Wm. Gordon (me) Chester M. Hampton (ce)	Marion Jackson (sp) Oziel Woolcock (we)	C. A. Scott (gm) Wm. Scott (cm)	Russell Simmons (mga)	E. J. Scott (ms)
AUGUSTA 71,508 117,675-ABC-CZ	Chronicle (m) 46,106 Herald (e) 25,808 Combined daily (me) 71,914 Chronicle (S) 64,235	.... .29 .29	.... Flat Flat	(I-D) (AP, INS, UP) (5¢, 15¢S, 35¢w-d&S, $1.55mo) (The Branham Co.)	Southeastern Newspapers, Inc. W. S. Morris, Pub. Herald Pub. Co. G. R. Boswell, Pub.	R. L. M. Parks (e) Louis C. Harris (me) John F. Battle (ce) Milwee Owens (e) Henry A. Wright (me)	Randy Russell (sp) Elvin Henson (sp) Margaret Stelling (we)	Pat H. Rice Jr. (gm) J. W. West, (bm) J. O. Jones (cm)	Harry Shearer (mga) Joe Carter, Jr. (ram) Edwin L. Pond (cam)	Leonard Hudson (food adv.) Harry Shearer (pm) Frank Bodenhamer (ms)

NOTE: The Augusta Chronicle and the Augusta Herald are corporately and editorially separate, but operate otherwise under a joint agreement through a third corporation known as The Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, Agent for the Augusta Chronicle and the Augusta Herald; Pat. H. Rice Jr., Gen'l Mgr.; J. W. West, Bus. Mgr.; Joe Carter, Retail Adv. Mgr.; Harry Shearer, Nat'l Adv. Mgr.; Leonard Hudson, Food Adv. Mgr.; Edw. L. Pond, Classified Adv. Mgr.; J. O. Jones, Circ. Mgr.; Frank Bodenhamer, Mech. Supt.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

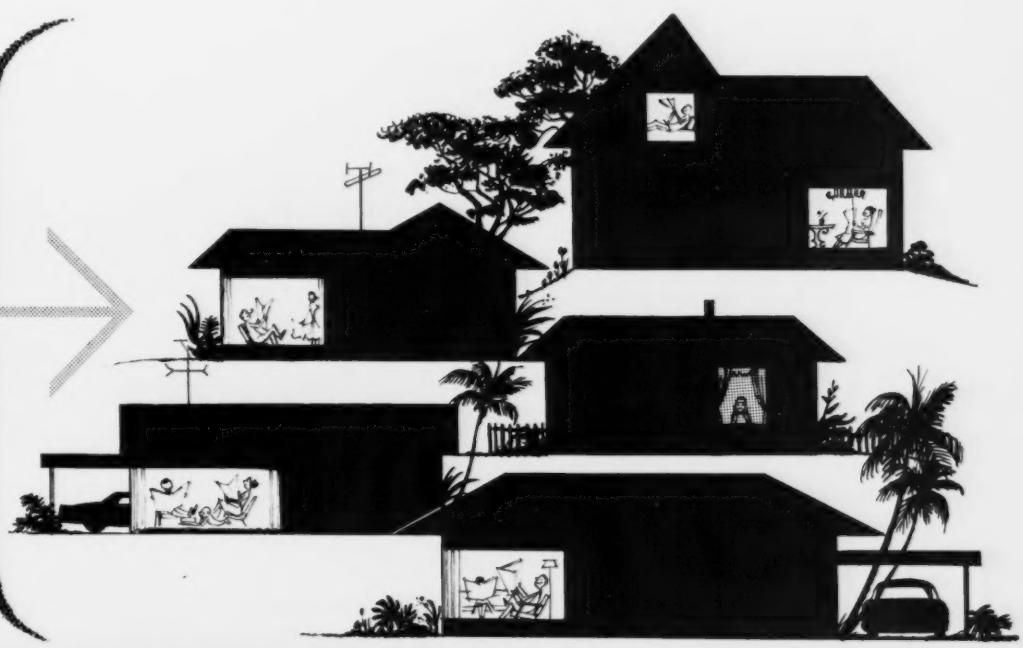
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BRUNSWICK 17,954	News (e) 7,684	.06		Flat (D) (AP) (5¢, 25¢w $1.10mo) (Thos. F. Clark Co., Inc.)	News Pub. Co. Mrs. Sarah L. Leavy, Pres.	L. J. Leavy and C. H. Leavy, Jr. (e) L. J. Leavy (me)	Lavelle Strickland (sp) Mrs. Jean Malone (we)	C. H. Leavy, Jr. (gm-bm) J. Troy Bledsoe (cm)	E. T. Thompson (mga-ram-cam)	S. B. Bruand (ms)
CARROLLTON 12,150	Times-Free Press 1,275	.05		Flat (I-D) (UP) (5¢, 25¢w) (none)	J. R. Dean, Pub.	J. R. Dean (e)	Kenneth Hogg (me) Bruce Brooks (ce)	Richard T. Startzman (gm)	Richard T. Startzman (ad)	
CARTERSVILLE 7,270	Tribune-News (e ex Sat.) 3,625	.06		Flat (I) (AP) (J) (5¢, 20¢w, 85¢mo) (Thos. F. Clark, Co., Inc.)	Tribune Pub. Co. M. L. Fleetwood, Pres.-Pub.	M. L. Fleetwood (eep-e) Bill Statham (me)	Mrs. George Woodrow, Jr. (we)	John T. Fleetwood (gm-cam)	John T. Fleetwood (ad)	
CEDARTOWN 9,470	Standard (e ex Sat.) 4,582	.06		Flat (I) (UP) (J) (5¢, 25¢w, $1.03mo) (General Advertising Service, Inc.)	Standard Pub. Co., Inc. Joseph C. Haire, Pres.-Pub.	Joseph C. Haire (eep-e) Kenneth Hogg (me)	Kenneth Hogg (ne-sp) Mrs. Florine Haire (we)	Joseph C. Haire (gm) Jack Stuff (bm)	Jack Stuff (ad-mga-ram) Mrs. Josephine DeArman (cam)	Joseph C. Haire (pm) Jack Stuff (apm)
COLUMBUS 79,611 125,402-ABC-CZ	Enquirer (m) (ABC) 23,563 Ledger (e) (ABC) 28,039 Combined daily (me) (ABC) 51,602 Ledger-Enquirer (S) (ABC) 45,536	.... .24 .24	.... Flat Flat	(I-D) (AP, INS, UP) (5¢d, 15¢S, 45¢w, $1.95mo) (The Branham Co.)	The Ledger-Enquirer Co. A. H. Chapman, Sr., Pres. M. R. Ashworth, Sr., Pub.	Robert W. Brown (eep-e-L) W. C. Tucker (eep-e-E) John Bloomer (me-L) Edge R. Reid (assoc. e-E) Carlton Johnson (ce-L) David G. Miller (ce-E)	Albert H. Boyle (ne-E) Don Wasson (ne-L) Robt. W. Brown (Su) Thomas Kinney (sp-L) Bob Pruitt (sp-E) Katherine McDuffie (we-E) Latimer Watson (we-L)	Louis W. Eidt (bm) E. E. Mullis (cm) D. L. Chapman (asst. bm) Wallace L. Kitchen (cam)	Sam Behar (ram) R. G. Turner (mga)	Daisy Tucker (rd) R. G. Turner (pm) Louis W. Eidt (ms)
CORDELE 9,462	Dispatch (e ex Sat.) 3,917	.06		Flat (I) (UP) (5¢d, 20¢w, 85¢mo) (Newspapers South Inc.)	Cordele Pub. Co., Inc. E. W. Mathews, Pres.-Pub.	E. W. Mathews (e) Gerald R. Hunter Theo Lippman Jr. (ce)	Gerald R Hunter (ne) Peter Calabro (sp) Miss Julia Neal (we)	E. W. Mathews (gm) Kenneth Mathews (bm) Edwin Cribb (cm)	E. W. Mathews (mga) Stanley King (ram) Vira L. Mathews (cam)	Glenn Orwick (pm) Glenn Orwick (ms)
DUBLIN 10,232	Courier-Herald, Dispatch & Press (e) 6,114	.05		Flat (I) (INS) (5¢, 25¢w, $1.00mo) (Burke, Kuipers & Mahoney, Inc.)	Courier-Herald Pub. Co. Inc. W. H. Lovett, Pres. W. H. Champion, Pub.	W. H. Champion (e)		W. H. Champion (gm)	D. T. Cowart (ad)	
GAINESVILLE 11,936 15,262-ABC-CZ	Times (e ex Sat.) (ABC) 5,900 Sunday edition (S) (ABC) 5,982	.07 .07	Flat Flat	(I) (INS) (5¢d, 10¢S, 35¢w-d&S)	Southland Pub. Co. Louis R. Fockele, Pub. Charles A. Smithgall, Pres.	Sylvan H. Meyer (e) Joseph E. Dabney (me)	Harold Wollstein (sp) June Woodruff (we)	Louis R. Fockele (gm) Michael J. Brissett (bm) Charles Duke (cm)	Michael J. Brissett (ad) Ann Bairison (cam)	A. B. Carter (ms)
GRIFFIN 13,982	News (e) 6,607	.06		Flat (I-D) (INS, UP) (5¢d, 20¢w, 90¢mo.) (Thos. F. Clark Co., Inc.)	Quimby Melton, Sr., Quimby Melton, Jr., Partnership Quimby Melton, Sr., Pub.	Quimby Melton, Jr. (eep-e) Bill Knight (me-ce)	Billy Knight (ne) Roger Dix (sp) Maudie Morris (we)	Cary Reeves (gm-bm) Harry Reeves (cm)	Cary Reeves (ad) Russell Smith (mga-ram) Leon Woodle (cam)	Russell Smith (apm) Joe H. Cox (ms)
LA GRANGE 25,025	News (e) 5,896	.05		Flat (I) (UP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Roy C. Swank, Helen P. Swank & Jean Swank, Partnership R. C. Swank, Pub.	James M. Wood (eep-e-ce)	Tom MacRae (ne) Geo. Evans (sp) Miss Eleanor H. Orr (we)	Wm. A. Coker (gm) James T. Bassett (cm)	Wm. A. Coker (ad-mga) J. C. Prather (ram) L. A. Stuetenroth (cam)	Ralph McDaniel (ms)
MACON 70,252 106,581-ABC-CZ	Telegraph (m) (ABC) 38,243 News (e) (ABC) 18,644 Combined daily (me) (ABC) 56,887 Telegraph News (S) (ABC) 50,860	.... .24 .24	.... Flat Flat	(D) (AP, UP) (5¢, 15¢S, 30¢w, 45¢w-d&S, $1.30mo-d, $1.95 mo-d&S) (The Branham Co.)	Macon Telegraph Pub. Co. Peyton Anderson, Pres.-Pub.	Joe Parham (eep-e-N) Bert Struby (eep-T) William A. Ott (me-T) Jay Trawick (me-N)	Donald McDonald (ne-T) Hank Drane (ne-N) Sam Glassman (sp-T) Wallace Reid (sp-N) Blythe McKay (we-T) Sara McGinty (we-N)	Lamar Parker (bm) H. P. Smith (cm)	Tommie Haden (mga) Lane Williams (ram) Al Waldorf (cam)	
MARIETTA 20,687	Journal (e ex Sat.) 7,458 Sunday edition (S) 7,458	.06 .06	Flat Flat	(I-D) (UP) (5¢, 5¢S, 30¢w, $1.10mo) (Theis & Simpson Co., Inc.)	Times-Journal, Inc. Brooks P. Smith, Pres.-Pub.	Wm. Kinney (e) Mark Waits (ce)	Mrs. Christine Hutchinson (we)	Robert Hudson (cm)	Werner Wortsman (ad) Louise Milton (cam)	W. R. Wilkins (ms)
MOULTRIE 11,639 11,639-ABC-CZ	Observer (e) (ABC) 6,155	.06*		Flat (D) (AP) (5¢, 30¢w, $1.30mo) (none)	Observer Pub. Co. M. E. Nussbaum, Pres. Mrs. Frances A. Nussbaum, Pub.	W. D. Avera (e-me) Joe Rickenbaker (ce)	Frank Dunn (ne) J. O. Paine (sp) Annie Mae Adams (we)	M. E. Nussbaum (gm) E. A. Taylor (cm)	Don Collier (mga) E. A. Taylor (cam)	Andrew Leverette (ms)
*.10 in combination with weekly (Fri.), circulation 3,541.										
ROME 29,615 31,560-ABC-CZ	News-Tribune (e ex Sat.) (ABC) 10,641 Sunday edition (S) (ABC) 11,006	.09 .09	Flat Flat	(I-D) (AP, INS) (5¢, 10¢S, 35¢w, $1.52 mo) (none)	News Pub. Co. Mrs. Jane F. Mooney, Pres. James F. Mann, Pub.	Edward I. Bernd (e) Coleman Prophett (me) Ralph Payne (ce)	Bob Hanson (sp) Isabell Gammon (we)	James F. Mann (gm) B. H. Mooney, Jr. (bm) Horace Battey (cm)	Max Milhollin (ad) G. C. Allen (cam)	W. B. J. Floyd (ms)
SAVANNAH 119,638 135,595-ABC-CZ	News (m) (ABC) 50,897 Press (e) (ABC) 24,105 Combined daily (me) (ABC) 75,002 News (S) (ABC) 58,686 Evening & Sunday (eS) (ABC) 82,791	.... .25 ..... .25	.... Flat ..... Flat	(I) (AP, UP, INS) (5¢, 10¢S, 40¢w-d&S, $1.75mo, Press 5¢, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	The Morning News, Inc. H. V. Jenkins, Pres.-Pub.	Wm. J. Robertson (exec. e-N) John L. Sutlive (e-me-P) J. E. Lambright (me-N) Frank Rossiter (ce-N) J. J. Cook (ce-asst. me-P)	Harley Cabaniss (ne-P) H. Lee Banks (Su-N) Johnny Hendrix (sp-N) Tom Coffey (sp-P) Mrs. Eva J. Barrington (we)	Boykin Paschal (ex. vice pres-N & P) J. J. Cubbedge (VP-bm-cm)	A. E. Floyd (ad-N & P) W. T. Rogers (ram)	Anne Jones (apm) J. J. Bentley (gen mech & bldg supt)
THOMASVILLE 14,424	Times-Enterprise (e) 7,435	.07		Flat (D) (AP) (J) (5¢, 30¢w, $1.30mo) (none)	Times-Enterprise Co., Inc. L. E. Kelly Jr., Pres.	E. R. Jerger (eep) L. E. Kelly, Jr. (me) Emily R. Jerger (ce)	L. E. Kelly, Jr. (ne-sp) Emily R. Jerger (we)	Lee E. Kelly, Sr. (gm) D. L. Kelly (cm)	Lee E. Kelly, Sr. (ad) W. D. Hargrave (mga) J. W. Newberry (ram) J. D. Kelly (cam)	Lee E. Kelly, Sr. (pm) R. E. Dickey (ms)
TIFTON 6,831	Gazette (e) 6,627	.06*		Flat (I) (AP) (5¢, 25¢w) (none)	Gazette Pub. Co. Homer M. Rankin, Pres. & Pub.	Homer M. Rankin (e) Frank Raley (me) Julian Clark (ce)	Julian Clark (ne) L. T. Rankin (we)	Homer M. Rankin (gm) Paul Henderson (cm)	Carl Wendell (ad)	J. A. Walker (ms)
*.06 in combination with Weekly Gazette, circulation 600.										
VALDOSTA 20,046	Times (e) (ABC) 9,859	.08		Flat (D) (AP) (5¢, 25¢w) (Inland Newspaper Representatives)	The Valdosta Press, Inc. C. R. Griffin, Pres. E. L. Turner, Pub.	Turner Rockwell (e) Joe Davis (me) Chris Trizonis (ce)	Joe Bradwell (ne) Wm. McGrotha (sp) Mrs. Elizabeth Ashley (we)	E. L. Turner (gm-bm) George E. Smith (cm)	E. M. Turner (ad-mga) R. F. Read (ram)	John Platt (ms)
WAYCROSS 18,899	Journal-Herald (e) 9,413	.07		Flat (D) (AP) (J) (5¢, 25¢w, $1.05mo) (none)	Waycross Journal-Herald Co. Jack Williams, Pres.-Pub.	Jack Williams (eep-e) Jack Williams, Jr. (me) Roger Williams (ce)	Roger Williams (ne-sp)	J. M. Markey, Jr. (gm-bm) Jack D. Jennings (cm)	J. M. Markey, Jr. (ad-ram) Louise Breen (mga)	J. M. Markey, Jr. (pm-apm) Leon Thornton (ms)
WEST POINT GA.-LANETT ALA. 4,076—West Point 7,434—Lanett	Valley Times-News (e) 4,825	.08		Flat (I) (INS) (J) (5¢d, 25¢w) (Theis & Simpson Co., Inc.)	East Alabama Pub. Co., Inc. J. C. Henderson, Pres.-Pub.	Joseph B. Railey (e)	Phillip Harrison (sp) Ann Vinson Campbell (we)	J. C. Henderson (gm) E. W. Avery (cm)	Stanley M. Ward (ad) Ray Hudson (cam)	Stanley Ward (apm) Frank Cohen (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HAWAIIAN ISLANDS										
HILO 27,198 27,198-ABC-CZ	Tribune-Herald (e) 9,843 Sunday edition (S) 9,813	.10 .10	 Flat	(I-R) (AP) (J) (5¢, 5¢S, $1.25mo-d&S) (O'Mara & Ormsbee)	Hilo Tribune-Herald, Ltd.	Harry M. Blickhahn (eep-e-me) Raymond R. H. Yuen (ce)	Harry M. Blickhahn (ne) J. Howard Pierce (Su) Bert Nakaji (sp) Thelma Olival (we)	Lester A. Carpenter (bm) David Mendonca (cm)	Lester A. Carpenter (ad-mga) Denzil W. Rose (ram-cam)	Lester A. Carpenter (pm-apm) Albert Cowlson (ms)
HONOLULU 248,034 248,034-ABC-CZ	Advertiser (2) (m) 46,663 Sunday edition (S) 63,198	.24 .25	 Flat	(I) (UP) (J) (5¢d, 15¢S, $1.75mo-d&S) (The Katz Agency, Inc.)	Advertiser Pub. Co. Ltd. Lorrin P. Thurston, Pres.-Pub.	Raymond Coll (e) Thurston Twigg-Smith (me) Charles Ware (ce)	Howard Case (Su) Vernon McQueen (sp) Druzella Lytle (we)	Lorrin P. Thurston (gm) Allan McGuire (bm) Lyle F. Helander (cm)	Frank C. Addleman (ad) Mildred Kinney (mga) S. A. Weintraub (ram) Delphia Cupp (cam)	Frank C. Addleman (pm) Wm. Hoffman (ms)
	Hawaii Hochi (English-Japanese) (e) 10,805	.115	Flat	(I) (UP) (J) (7¢) (none) (S. S. Koppe Co., Inc.)	The Hawaii Hochi, Ltd. Michiye Makino, Pres.	Kengi Hamada (e-English section) Sadasuke Terasaki (e-Japanese section) Masai Honda (me)	.....	Kumaichi Kumasaki (bm)	Yukio Mizumoto (mga)	Kazuo Asao (ms)
	Hawaii Times (English-Japanese) (e) 11,021	.115	Flat	(I) (UP) (7¢d, $1.50 mo) (Thos. F. Clark Co., Inc. and Geo. D. Close, Inc.)	The Hawaii Times, Ltd. Shigeo Soga, Pres.	Shigeo Soga (e)	Wallace S. Hirai (sp)	Shigeo Soga (gm) Katsuichi Kawamoto (bm)	Harry S. Tomita (ad) Benjamin T. Murakami (mga)	.....
	Star-Bulletin (2) (e) 85,961	.31	Flat	(I-R) (AP, CDN, UP) (5¢, 10¢Sat., $1.50 mo) (O'Mara & Ormsbee, Inc.)	Honolulu Star-Bulletin Ltd.	Riley H. Allen (eep-e) Wm. H. Ewing (me) James J. Mullen (ame) A. A. Smyser (ce)	Robert H. Guild (ne) Walter Christie (Sat.e) Joseph J. Anzivino (sp) Betty Wilder (we)	Porter Dickinson (asst-gm) Joseph C. Gomes (cm)	Porter Dickinson (ad) Ned Phillips (mga) Marshall P. Tate (ram) William W. Chamberlin (cam)	Donald H. Burum (pm-apm) Edward L. Larson (ms)
IDAHO										
BLACKFOOT 5,180	Bulletin (e ex Sat.) 2,843	.06	Flat	(I) (UP) (6¢, 25¢w) (Inland Newspaper Representatives)	Bulletin Pub. Corp. Harold H. Smith, Pub.	Harold H. Smith (e)	.....	Della Werth (cm)	Gloria Dillard (mga) Marjorie Flint (cam)	.....
BOISE 34,393 50,355-ABC-CZ	Statesman (m) 31,595 Statesman (e) 10,771 Combined edition (me) 42,356 Sunday edition (S) 37,740	.... .21 .17	.... Flat Flat	(I-R) (AP, UP) (5¢, 15¢S, 25¢w-e, 35¢w-m&S) (Reynolds-Fitzgerald, Inc.)	The Statesman Ptg. Co. Margaret Cobb Ailshie, Pres.-Pub.	Frank H. Crane (exec. e) John Harvey (me-m) Ernie Hood (me-e)	Hugh Wilson (ne-m) Ernie Hood (ne-e) Jim Grant (sp) Betty Penson (we)	James L. Brown (gm) H. M. Ballif (bm) S. E. Abbott (cm)	Taylor C. Robertson (ram-mga) Chas. T. Glenn (cam)	.....
CALDWELL 10,487	News-Tribune (e) 5,113	.06	Flat	(I) (AP) (J) (5¢d, $1.00mo) (West-Holliday Co., Inc.)	Western Idaho Publishers, Inc., Publisher	M. L. Russel (eep) Clair B. Hull (me)	Alice Ballantyne (we)	H. G. Cochrane (bm)	Joseph R. Parker (ad)	.....

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

THE HONOLULU STAR-BULLETIN BLANKETS THE *RICH* HAWAIIAN MARKET



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
COEUR d'ALENE 12,198 12,198-ABC-CZ	Press (e) ⓒ 5,308	.07	Flat	(I) (AP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	Coeur d'Alene Press Co. Burl C. Hagadone, Pres.-Pub. (Scripps League)	Burl C. Hagadone (e) Charles Sowder, Jr. (ce)	Frances Cope (ne)	Todd Hagen (cm)	Patrick King (ad-mgr) Claude Turner (ram) Duane Hagadone (cam)	Duane B. Hagadone (apm) F. H. Neuman (ms)
IDAHO FALLS 19,218 19,218-ABC-CZ	Post-Register (m ex Mon.) ⓒ 4,813 Post-Register (e ex Sat.) ⓒ 11,188 Combined daily (me) ⓒ 16,001 Sunday edition (S) ⓒ 15,953	.... .11 .11	.... Flat Flat	(I-R) (AP) (5¢, 5¢S, 30¢w-d&S) (Ward-Griffith Co., Inc.)	The Post Co. Edwin F. McDermott, Pres.-Pub.	Edwin F. McDermott (e) J. Robb Brady (me) Ben J. Plastino (ce)	Robert Johnson (ne) George Scott (sp) Elaine Seaver (we)	E. F. McDermott (gm) E. H. Huffman (cm)	Jack Couch (ad)	Wm. Beard (ms)
KELLOGG 4,913	News (e) 2,948	.045	Flat	(R) (AP) (J) (5¢, 75¢ mo) (none)	Kellogg Evening News William Penney, Pub.	W. R. Brainard (e)	Dora Mohr (we)	Wm. Penney and John Penney (gm-bm-cm)	Wm. Penney (ad)	.....
LEWISTON-CLARKSTON 12,985 Lewiston 5,617 Clarkston	Tribune (m) 14,961 Sunday edition (S) 14,995	.11 .11	Flat Flat	(I-D) (AP) (J) (5¢, 10¢S, $1.50mo-d&S) (West-Holliday Co., Inc.)	Tribune Pub. Co. A. L. Alford, Pres.-Pub.	Wm. F. Johnston (eep-me) A. L. Alford (e) Claude E. Baskett (ce)	Robt. J. Lamb (Su) Chas. P. Boren (sp) Lora Campbell (we)	A. L. Alford (gm) J. H. Ferris (bm) H. L. Hollenbeck (cm)	Thelma Quist (ad-mga-ram) Marian Litchfield (cam)	E. R. Flickinger (ms)
MOSCOW 10,593 10,593-ABC-CZ	Idahonian (e) ⓒ 4,036	.055	Flat	(I-R) (AP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	News-Review Pub. Co. Inc. W. T. Marineau, Pres.-Pub.	L. A. Boas (eep-e) W. T. Marineau (me) A. F. Barackman (ce)	L. A. Boas (ne) A. F. Barackman (sp) Sarah Hutchinson (we)	W. T. Marineau (gm-bm) D. F. Sanders (cm)	P. W. Schammel (ad-ram-cam)	J. F. Montgomery (pm-apm) A. F. Hofmann (ms)
NAMPA 16,185 16,185-ABC-CZ	Free Press (e) ⓒ 6,366	.08	Flat	(I-R) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Canyon Pub. Co. R. S. Howard, Pres. Adam J. Kalb, Pub. (Scripps League)	Clayton Darrah (e-me) A. J. Kalb (eep) Jeanne Pollett (ce)	Gerald McFarland (ne) Wally Brown (sp) Helen Shader (we)	Adam J. Kalb (gm) Don Russell (cm)	Jack McDermott (ad-ram) Jerry Hunter (cam)	Gordon McDonald (ms)
POCATELLO 26,131 30,825-ABC-CZ	Idaho State Journal (e ex Sat.) ⓒ 10,421 Sunday edition (S) ⓒ 10,416	.11 .11	Flat Flat	(I) (UP) (5¢, 15¢S $1.75mo) (Gilman, Nicoll & Ruthman)	Tribune-Journal Co. Inc. Robert S. Howard, Pres.-Pub. (Scripps League)	G. Nicholas Iift, II (e) David R. Bowers (me) Vince Anselmo (ce)	Lyle Olsen (sp) Rosalyn Oakes (we)	Robert S. Howard (gm) Ralph R. Beers (bm) Ford Willey (cm)	John E. Tompkins (ad) Muriel Ruggles (mga) Floyd J. Eckert (ram)	H. R. Burges (ms)
TWIN FALLS 17,600 17,600-ABC-CZ	Times-News (d ex Sat.) ⓒ 19,189 Sunday edition (S) ⓒ 19,629	.12 .12	Flat Flat	(I) (AP, UP) (J) (5¢, 5¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Times-News Pub. Co., partnership R. S. Tofflemire and Emil Bordewick, Co-owners	R. S. Tofflemire (eep-e) Lowell Dick (me) Fay Laley (ce)	Wayne Shaw (sp) Joyce Shillingburg (we)	Al Westergren (off mgr) Emil Bordewick (bm) Al Westergren (cm)	C. E. Ebdy (ad) Stanley Miracle(cam)	B. F. Davidson (ms)
WALLACE 3,140	North Idaho Press (e) 3,272	.05	Flat	(I) (AP) (J) (7¢, $1.40 mo) (Gilman, Nicoll and Ruthman)	North Idaho Pub. Co. B. C. Hagadone, Pub. (Scripps-League)	R. J. Bruning (ce)	R. J. Bruning (sp) Alyce Murray (we)	O. R. Bull (gm) George Theobald (cm)	W. Lieb (ram) E. Wilhelm (cam)	Paul Bucher (ms)

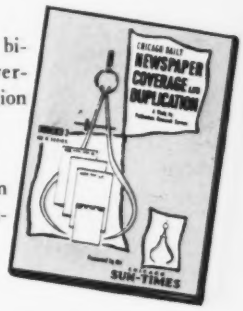
ILLINOIS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ALTON 32,550 77,456-ABC-CZ	Telegraph (e) ⓒ 28,828	.14	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Alton Telegraph Ptg. Co. Paul B. Cousley, Pres.-Pub.	Paul B. Cousley (e-me) J. J. Dromgoole (eep-ce)	F. C. Norton (ne) Lee Baker (sp) Amelia Ringeman (we)	Paul B. Cousley (gm) Henry McAdams (bm) C. F. Norton (cm)	William H. Bierbaum (ram) L. J. Payne (mga) R. A. Cousley (cam)	Ellsworth Bailey (prod. supt.)
AURORA 50,576 61,603-ABC-CZ	Beacon-News (e) ⓒ 28,693 Sunday edition (S) ⓒ 29,918 *.40 in combination with Elgin Courier-News and Joliet Herald-News.	.16* .16*	Flat Flat	(R) (AP) (5¢, 10¢S, 35¢w-d&S) (West-Holliday Co., Inc.)	Copley Press, Inc., Aurora B-N Div. A. W. Shipton, Pres. Wm. M. Hart, Pub.	Fred C. Flanders (me) John A. Corkery (ce)	John A. Corkery (Su) R. Dale Lancaster (sp) Ednah E. Baker (we)	William M. Hart (gm) Wm. C. Buckberg (cm)	Frank L. Lee (cam) Al Gerbin (ad)	.....
BEARDSTOWN 6,080	Illinoian-Star (e) 2,770	.035	Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives)	L. G. Schaeffer Pub. Co.	Mrs. Vivian Rodgers (eep-ce) Mrs. L. G. Schaeffer (me)	Mrs. Vivian Rodgers (ne) Wm. H. Rodgers (sp) Helen M. Schaeffer (we)	Mrs. L. G. Schaeffer (gm-bm) Mrs. Vivian Rodgers (cm)	Mrs. L. G. Schaeffer (ad-mga-ram-cam)	Mrs. L. G. Schaeffer (pm-apm) J. O. Adkinson (ms)
BELLEVILLE 32,721 36,375-ABC-CZ	Advocate (e) ⓒ 11,811	.07	Flat	(I-R) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Advocate Ptg. Co. Cyril A. Arnold, Pres.	Al. R. Schmidt (eep-ce) Cyril A. Arnold (me)	Leslie S. Crow (ne) G. W. Killinger (sp) Yvonne T. Arnold (we)	Anna L. Stolle (gm) Cyril A. Arnold (bm) Erwin Werner (cm)	Cyril A. Arnold (ad) Alfred G. Henninger (mga) Phil Fornoff (ram) Mrs. Mildred Voelkel (cam)	Emil A. Schaab (ms)
	News-Democrat (e) ⓒ 11,573	.08	Flat	(I-D) (UP) (5¢, 30¢ w) (Burke, Kuipers & Mahoney, Inc.)	Belleville News-Democrat Robert L. Kern, Pub.	Richard P. Kern (eep) Robt. L. Kern (me) Joseph W. Adam (ce)	Gene Hogan (sp) Shirley Vogler (we)	Robert L. Kern (gm) Mrs. Elsie A. Kern (bm) F. L. Etling (cm)	Mrs. Robert Kern (ad) Walter Merz (mga)	.....
BELVIDERE 9,422 9,422-ABC-CZ	Republican (e) ⓒ 4,321	.055	Flat	(R) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives)	Frank T. Moran & Co. Fred W. Shappert, Jr., Pub.	Robert M. Heck (eep-e-me) James Marchewka (ce)	Carlyle Neubauer (ne) Robert M. Heck (sp) Dorothy Coombes (we)	Fred W. Shapper, Jr. (gm) Burt A. Ashens (bm) Clyde Hellegas (cm)	Burt A. Ashens (ad-ram-mga) Edna Wilcox (cam)	Burt A. Ashens (pm) Burt Ashens (ms)
BENTON 7,848	News (e) 5,005	.06	Flat	(I) (AP) (J) (5¢, 20¢w, 85¢mo) (Inland Newspaper Representatives, Inc.)	Benton Eve. News Co., Emma Choisser, Pres.	James Choisser (eep-e-me-ce)	James Choisser (ne-sp) Beulah Johnson (we)	Steve Choisser (gm-bm) Steve Choisser (cm)	Dan Malkovich (ad-mga) Beulah Johnson (cam) Elizabeth Heinemeier (com)	Steve Choisser (pm) Dan Malkovich (apm) Arnold Frier (ms)
BLOOMINGTON-NORMAL 34,163 Bloomington 9,772 Normal 46,014-ABC-CZ	Pantagraph (e) ⓒ 37,815 Sunday edition (S) ⓒ 33,215	.18 .18	Flat Flat	(I) (AP, UP) (6¢, 12¢S, 40¢w-d&S) (Gilman, Nicoll & Ruthman)	Daily Pantagraph, Inc. Loring C. Merwin, Pres.-Pub.	H. C. Tate (eep-e) Chas. J. Driver (me) Harold Liston (ce)	William Diesel (ne) Charles J. Driver (Su) Fred Young (sp) Lolita Driver (we)	Joe M. Bunting (gm) Emmet V. Gunn (bm) Willard P. Horsman (cm)	P. J. LaBounty (mga) Theron L. Stoik (ram) Fred Larey (cam)	W. P. Horsman (pm) Russell B. Miller (ms)
CAIRO 12,123 12,123-ABC-CZ	Citizen (e) ⓒ 8,123	.07	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	The Citizen Co. Mrs. John C. Fisher, Pres.	Mrs. John C. Fisher (e)	Hank Hankla (sp) Pruden Malone (we)	Mrs. John C. Fisher (gm-bm) Robt. Layton and Lloyd Reed (cm)	Earl L. Jewell (ad-mga-ram) Lucy Champion (cam)	Earl L. Jewell (apm) Roy White (ms)
CANTON 11,927 13,248-ABC-CZ	Ledger (e) ⓒ 9,505	.07	Flat	(I-R) (AP) (J) (5¢, 30¢w) (West-Holliday Co., Inc.)	Canton Daily Ledger Co. H. R. Winsor, Pub.	C. F. Fetterer (e) James A. Murphy (me) Dave Watters (ce)	James A. Murphy (sp) Charlotte Buchen (we)	C. L. Fetterer (gm) Lucile Mills (cm)	John Dewey (ad-mga) Mary Stanko (cam)	John Dewey (apm) Harold Reed (ms)

In Chicago, it takes 2 to drive the point home

No single daily newspaper reaches even half of your Chicago area prospects. It Takes Two. For greatest unduplicated coverage, one *must* be The Chicago Sun-Times.

This is the finding of the third independent biennial study of Chicago daily newspaper coverage and duplication conducted by Publication Research Service.



Some highlights of this useful study are shown at right. For details, see the study. Copies available on request.

—If You're Advertising To The General Public

Latest in series of studies again confirms that no single Chicago daily newspaper reaches even half of your prospects in the Chicago and suburban market. But The Chicago Sun-Times combined with one other paper gives you 67% coverage—almost as much as some 3-paper combinations—and almost 12% MORE net coverage than any other 2-paper combination.

—If You're Advertising To The Mass Market

Three out of every four adults in Chicago and suburbs are members of the skilled or unskilled labor groups. No single Chicago daily newspaper covers even half of these prospects. But The Chicago Sun-Times combined with one other daily newspaper gives you 66% net coverage of these earners of wages and salaries . . . 14% MORE coverage than any other 2-paper combination!

—If You're Advertising To Young Families

Adults below 45 are in the "years of acquisition." They are your livest market—but you miss more than you hit when you advertise in only one Chicago daily newspaper. Through The Chicago Sun-Times and one other newspaper you reach 64% of this market—14% MORE than you reach through any other 2-paper combination.

—If You're Advertising To Families With Children

No single daily paper reaches even half of Chicago's booming children's market. But with The Chicago Sun-Times and one other daily newspaper, you reach readers in households with 64% of all children up to 15 years of age in Chicago and suburbs. This is over 10% MORE coverage than any other 2-paper combination delivers.

—and if you're advertising to women, here's your best bet!

Here again, no single Chicago daily newspaper covers a majority of the market. But in every important major classification, The Sun-Times covers MORE of the women's market than any other daily newspaper—should be the No. 1 paper on your list. Look:

The Chicago Sun-Times Is Read By MORE WOMEN Under 45 Than Any Other Chicago Daily Paper

All women 15-45 in city & suburban sample = 100%

Sun-Times	37%
Tribune	36%
American	29%
Daily News	24%

The Chicago Sun-Times Is Read By MORE WOMEN Earning Wages or Salaries Than Any Other Chicago Daily Paper

All women earners in city & suburban sample = 100%

Sun-Times	42%
Tribune	41%
American	27%
Daily News	24%

The Chicago Sun-Times Is Read By MORE WOMEN In The Youthful Housewife Category Than Any Other Chicago Daily Paper

All housewives up to age 35 in city & suburban sample = 100%

Sun-Times	37%
Tribune	28%
American	27%
Daily News	22%

The Chicago Sun-Times Is Read By MORE WOMEN Who Read Only One Paper Than Any Other Chicago Daily Paper

All Women Daily Newspaper Readers In City & Suburban Sample = 100%

Read Sun-Times ONLY	17%
Read Tribune ONLY	15%
Read American ONLY	12%
Read Daily News ONLY	10%

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CHICAGO SUN-TIMES

250 Park Avenue, New York 17

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CARBONDALE-HERRIN-MURPHYSBORO	Southern Illinoisan									
10,921 Carbondale 9,331 Herrin 9,241 Murphysboro	(e ex Sat.) (M) 17,958 (S) (M) 17,729	.11 .11	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w) (Allen-Klapp Co.)	Southern Illinois Publications, Inc. F. M. Lindsay, Pres. Edward Lindsay, Pub.	Mike Grehl (me) Sam Hancock (Herrin-ce) Tony Stevens (Murphysboro-ce)	Merle Jones (sp)	W. A. Dougherty (gm) Lynn Lawwill (Herrin-bm) Jack Brundage (Murphysboro-bm) Ed. Driemeyer (cm)	Marie Franklin (mga) Walter Schafer (Carbondale-ad)	
CARMI	Democrat-Tribune									
5,574	(e ex Sat.) 3,865	.05	Flat	(I) (AP) (J) (5¢, 25¢w) (none)	Carmi Democrat-Tribune Pub. Co. Mrs. Verna Clippinger, Pres. Earl E. Clippinger, Pub.	J. L. Graves (e)	Roy O'Neal (sp) Jennie Whitsitt (we)	Earl E. Clippinger (gm-bm)	Paul Foraker (ad) Lena Montgomery (cam)	
	Times									
	(e ex Sat.) 5,128	.06	Flat	(I) (UP) (J) (5¢, 25¢w) (none)	Carmi Times Publishing Co., Inc. Roy Clippinger, Pres.	Roy Clippinger (e)	Roy O'Neal (sp) Marie Bassimer (we)	Roy Clippinger (gm)	Robert L. Summar (mga) Velda T. Clippinger (cam)	Leroy Montgomery (ms) John O. Hancock (ms)
CASEY	Reporter									
2,734 2,734-ABC-CZ	(e ex Sat.) (K) 1,420	.035	Flat	(I) (J) (3¢, 15¢w) (none)	H. L. Hamilton, Pub.					
CENTRALIA-CENTRAL CITY—WAMAC	Sentinel									
13,863 Centralia 1,231 Central City 1,429 Wamac 18,994-ABC-CZ	(e) (M) 12,323	.08	Flat	(I-R) (AP) (J) (5¢, 24¢w) (none)	Joy Publishing Co. Verne E. Joy, Pres.-Pub.	Verne E. Joy (e) C. A. Frazer (me) Thomas Cole (ce)	C. A. Frazer (ne) Robert Worley (sp) Opal Loucks (we)	Verne E. Joy (gm) H. B. Mapes (bm) Orval Boswell (cm)	Robert Mapes (ad) James Fetgatter (com-mga-ram) Mrs. Della Mapes (cam)	P. I. Norris (ms)
CHAMPAIGN-URBANA	Courier									
39,563 Champaign 22,834 Urbana 69,546-ABC-CZ	(e) (M) 24,637 Sunday edition (S) (M) 24,827	.08 .08	Flat Flat	(I) (AP) (5¢, 5¢S, 20¢w) (Jann & Kelley)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	R. W. Sink (e)	Bert Bertine (sp) Bernice Cross (we)	Byron C. Vedder (gm) R. J. Tibbetts (cm)	R. C. Baker (ram) Anne Wagoner (cam)	
	News-Gazette									
	(e) (M) 29,027 Sunday edition (S) (M) 29,808	.12 .12	Flat Flat	(I-R) (AP, UP, INS) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Champaign News-Gazette, Inc. Helen M. Stevick, Pres. J. A. McDermott, Exec. V.-P.	W. S. Hansen (e) W. J. Schmetzle (ce)	Ed Borman (ne) Jack Powell (sp) Grace Underwood (we)	J. A. McDermott (gm) K. W. Moody (cm)	S. P. Hundley (ad-ram) L. J. Bullock (mga) Phylis Pusso (cam)	
CHARLESTON	Courier									
9,164	(e) 3,793	.045	Flat	(I-D) (UP) (J) (7¢, 30¢w) (Johnson, Kent, Gavin & Sinding)	Courier Publishing Co. Benjamin Weir, Pub.	Robt. W. Black (ce)	Harry Read (sp) Mrs. Florence Lacey (we)		Benj. Weir (ad)	
	News									
	(m ex Mon.) 1,118	.04	Flat		John B. Rardin Pub. & Gen. Mgr.					
CHICAGO	American (6)									
3,620,962 3,684,491-ABC-CZ	(e ex Sat.) (M) 520,233 Saturday edition (Sat.) (M) 435,271 Sunday edition (S) 753,122	1.25 1.25 1.65*	1.05 1.05 1.45*	(I) (AP, INS, NANA) (5¢, 10¢Sat., 15¢S, 50¢w-d&S, 35¢w-d) (Hearst Advertising Service)	Hearst Publishing Co., Inc. Stuart List, Pub.	Raymond Knotts (eep) Lee Ettelson (e) H. F. Reutinger (me) Wesley Hartzell (ce)	P. I. Evenstad (ne) Jere Hagen (Su) Leo Fischer (sp) Howard Denby (we)	Donald J. Walsh (bm) George Howell (cm)	P. J. Morrison (ad) J. N. Morency (mga) W. L. Amann (ram) Karl Nations (cam)	W. E. Vette Jr. (rd) G. B. Frank (apm) Emil Garber (cpm) T. L. Merrill (ms)
	*1.75 and 1.55 including predate circulation.									
	Calumet (17)									
	(e) 10,745	.14	Flat	(I) (J) (4¢, 25¢w, $1.10mo) (none)	Calumet Pub. Co. John Hanberg, Pres.	Horace F. Wulf (e) John V. Hanberg (me) Al Brevard (ce)	Al Brevard (sp) Pat Salberg (we)	Ben Siegel (gm) Leon Mendelsohn (cm)	Ben Siegel (ad)	Merrel Hunter (ms)
	News (6)									
	(e ex Sat.) (M) 576,350 Saturday edition (Sat.) (M) 572,556	1.20 1.20	1.10 1.10	(I) (AP, CDN, UP, DJ) (*Sat.) (5¢, 10¢Sat., 35¢w, $1.50mo) Wilbur L. Arthur (N. Y.), John H. Baker, Jr. (Detroit), Story, Brooks & Finley, Inc. (Pacific Coast)	Chicago Daily News, Inc. John S. Knight, Pres.-Pub.	John S. Knight (e) Basil L. Walters (exec. ed) A. T. Burch (asso.ed) E. C. Norlander (me) Clem Lane (ce)	Edw. D. Akers (ne) John P. Carmichael (sp) Athlyn Deshais (we)	Arthur E. Hall (gm) Kenneth Johnston (cm) Carl Sanderson (com.)	Stanley S. Adams (ad) L. F. Biedermann (mga) Leroy Tabbert (cam)	Louis Pryor (pm) W. R. Coddington (ms)
	Sun-Times (6)									
	(d ex Sat.) (M) 556,985 Saturday (Sat.) (M) 467,487 Sunday edition (S) (M) 573,327	1.20* 1.20* 1.20*	Flat Flat Flat	(I) (AP, DJ, UP, NYHT) (5¢d, 10¢S, 35¢w-d, 47¢w-d&S, $1.50mo-d, $2.00 mo-J&S) (Own Office (New York) Sawyer-Ferguson-Walker Co. (Atlanta, Detroit, Philadelphia, San Francisco, Los Angeles), Hal Winter Co. (Florida).	Field Enterprises, Inc. Newspaper Div. Marshall Field, Pres. Marshall Field, Jr., Pub.	Robert E. Kennedy (eep) Marshall Field, Jr. (e) Milburn P. Akers (exec. ed.) Thomas F. Reynolds (me) Karin Walsh (ce)	Wm. Mueller, Quentin Gore, Leo Zalucha and Lawrence Buttenwieser (ne) Richard Hackenberg (sp) Helen Wells (we) Paul Ferris (Su)	Russ Stewart (gm) W. C. Munnecke (bm) Louis L. Spear (cir.dir.) J. M. Lorrigan (cm) Leo R. Newcombe (com.)	Laurence T. Knott (ad) Gabe Joseph (adv.mgr.) D. A. Preston (mga) Paul J. Hassett (ram) Carl Schweizer (cam)	M. G. Barker (pm) Hy Shannon (ms)
	*Full Page Rate $1,300.00.									
	Tribune (11)									
	(m) (M) 892,058 Sunday edition (S) (M) 1,392,384	1.85 2.65	1.60 2.15	(R) (AP, RN, CT-NYN, NYT) (*S) (5¢, 15¢S, $1.50mo-d) (A. W. Dreier (Western) E. P. Struhsacker (New York), W. E. Bates (Detroit), Fitzpatrick Assoc. (San Francisco and Los Angeles).	The Tribune Co. Robert R. McCormick, Pres.-Pub.	Leon Stolz (eep) Robert R. McCormick (e) W. D. Maxwell (me) Thomas R. Furlong (ce) Stewart D. Owen (Asst. me)	W. Abbey (ne) A. M. Kennedy (Su) Arch Ward (sp) Eleanor Page (we)	J. Howard Wood (bm) Chas. A. Corcoran (cm)	C. E. McKittrick (ad) Walter C. Kurz (mga) Paul Fulton (ram) A. E. Rozene (cam)	P. Martineau (rd) W. J. Byrnes (pm) John W. Park (ms)
	Wall Street Journal (90)									
	(m ex Sat.) (M) 91,714	1.00	.75	(I) (AP, UP, RN, DJ) (10¢, $20yr.) (none)	Dow Jones & Co., Inc. Bernard Kilgore, Pres.	Warren Phillips (me)			Frank Griswold (mga) Harry Donlevy (ram) A. D. Hanley (cam)	Alexis R. Shuman (ms)
CLINTON	Journal-Public									
5,945	(e) 2,886	.045	Flat	(I) (UP) (J) (5¢, 20¢w, (Inland Newspaper Representatives, Inc.)	Journal Ptg. Co. Margaret Peltz, Pub.	Margaret Peltz (eep-e) Helen Craven (me)		Ralph Karr (gm-bm)	Ralph Karr (ad)	
DANVILLE	Commercial-News									
37,864 53,427-ABC-CZ	(e ex Sat.) (M) 34,090 Saturday edition (Sat.) (M) 28,285 Sunday edition (S) (M) 34,237	.16 .16 .16	Flat Flat Flat	(I-R) (AP) (5¢, 10¢S, 35¢w-d&S) (J. P. McKinney & Son)	Northwestern Pub. Co. F. E. Gannett, Pres.	Martin Gagie (e) George Burow (me) Robert B. Wright (ce)	Joe Townsley (ne) E. Hutchinson (Su) Mary Bissey (we)	K. K. Burke (gm) Robert J. Burow (bm) John A. Funk (cm)	James Graham (mga) John Pittman (ram-cam)	

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DURING the first eleven months of 1954, merchants, manufacturers and other display advertisers placed in the Chicago Tribune more than 34,000,000 lines of advertising. This was over 18,000,000 more lines than they placed in any other Chicago newspaper and over 80% of the linage which they placed in all other Chicago newspapers combined.

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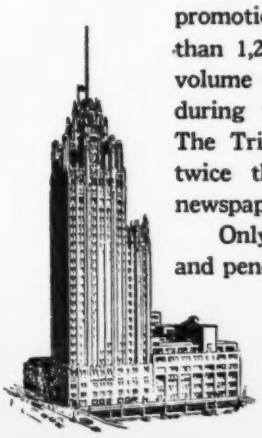
Only the Tribune has the breadth and penetration of circulation which advertisers need in order to take full advantage of Chicago's huge buying activity. With more than 900,000 total net paid on weekdays, the Tribune has 50% more daily circulation than any other Chicago newspaper. And, on Sundays, the Tribune with over 1,400,000 net paid has over 75% more Sunday circulation than any other Chicago newspaper.

For more than 37 years more people have read the Tribune than have read any other Chicago newspaper. No matter what you sell or to whom you sell, ask a Tribune representative to help you plan a schedule adequate to achieve your objectives. Call him today.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DECATUR 66,269 80,458-ABC-CZ	Herald (m) (AB) 35,236 Review (e) (AB) 30,894 Combined daily (me) (AB) 66,130 Herald-Review (S) (AB) 53,541	.... .25 .25	.... Flat Flat	(I) (AP) (5¢, 10¢S, 25¢w, 35¢w-d&S, 60¢w-meS) (Jann & Kelley, Inc.)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	R. C. Schaub (e) O. R. Kyle (eep-R) David Felts (eep-H) B. F. Engleman (me-R) R. C. O'Neal (me-H) E. F. Cole (ce-H) J. H. Beaumont (ce-R)	Howard V. Millard (sp-R) F. R. Kyle (sp-H) Mildred Sutherd (we)	C. E. Hundley (cm)	E. T. Crawford (ad) A. W. Barth (mga) E. O. McCann (cam)	B. E. Wright (ms)
DE KALB 11,708	Chronicle (e) 9,950	.075		Flat (R) (UP) (5¢, 25¢w, $1.00mo) (none)	DeKalb Chronicle Pub. Co. C. Edward Raymond, Pres.	Robert F. Greenaway (e)	C. Edw. Raymond (ne)	Charles F. Raymond (bm)	G. E. Dellinger (mga)	.....
DIXON 11,523 12,777-ABC-CZ	Telegraph (e) (AB) 8,822	.07		Flat (R) (AP) (J) (6¢, 35¢w)	B. F. Shaw Ptg. Co. Mabel S. Shaw, Pres.-Pub.	George B. Shaw (e) Clifford Coughlin (ce)	Norman Jollow (sp) Beverly Strouss (we)	Robert E. Shaw (gm) Arnold V. Lund (bm) Gordon Holmes (cm) James Donnellan (com)	Roy H. Morton (ad) B. T. Shaw (nat'l am) Roy H. Morton (cam)	.....
DU QUOIN 7,147	Call (e) 5,983	.06		Flat (I-R) (UP, INS) (J) (5¢, 25¢w) (Julius Matthews Special Agency Inc.)	Call Pub. Co.	Virgil Bishop (ce)	.....	E. E. Weinberg (bm)	Herman Yehling (ad)	.....
EAST ST. LOUIS 82,295 116,225-ABC-CZ	Journal (e ex Sat.) (AB) 28,809 Sunday edition (S) (AB) 30,086	.15 .15	 Flat	Flat (I) (AP) (5¢, 10¢S, 35¢w-d&S) (Jann & Kelley, Inc.)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	E. E. Lindsay (ed. dir.) G. Thomas Duffy (e) R. W. Gisinger (ne) Wm. Boyne (ce)	Ellis Veech (sp) Charlotte Edmonds (we)	P. H. Wire (gm) E. Kenneth Woods (bm) Glen Claussen (cm)	Edwin Backs (ad) J. Rubottom (mga) Mel Stonecipher (cam)	.....
EDWARDSVILLE 8,776	Intelligencer (e) 5,569	.06		Flat (I-R) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Intelligencer Pub. Co. Gilbert S. Giese, Pres.-Pub.	Everett L. Myers (e)	.....	Oscar Ochs (gm)	Joseph F. Rotter (mga)	.....
EFFINGHAM 6,892	News (e) 6,212	.06		Flat (I) (UP) (J) (5¢, 25¢w)	The Effingham Daily News Co. Joseph E. McNaughton, Pres.	F. F. McNaughton (eep) Franklin M. Dooling (me)	Franklin Dooling (ne-sp) Vera Hutchins (we)	Don R. Hancock (gm-bm) Burl Lauter (cm)	Don R. Hancock (ad-mga-ram-cam)	.....
ELDORADO 4,500	Journal (e) 3,181	.05		Flat (I) (INS) (3¢, 15¢w) (none)	Eldorado Daily Journal K. R. Trigg, Pres.-Pub.	K. R. Trigg (e-me) Wm. Sirles (ce)	Wm. Sirles (ne-sp) Mary Lou Dodd (we)	K. R. Trigg (gm-bm-cm)	K. R. Trigg (ad-mga-ram-cam)	R. N. Mathis (ms)
ELGIN 44,223 46,430-ABC-CZ	Courier-News (e) (AB) 21,663	.14*		Flat (I-R) (AP) (5¢, 30¢w, $1.30mo) (West) Holliday Co., Inc.)	Copley Press, Inc. C. Raymond Long, Pub.	C. Raymond Long (e) John Thompson (me) John Eckelman (ce)	Sid Birdsall (sp)	C. Raymond Long (gm) Howard Jones (cm)	S. G. Chambers (ad) Kendall White (mga)	Alex Clark (ms)
	*.40 in combination with Aurora Beacon-News and Joliet Herald-News.									
FLORA 5,255	News-Record (e ex Sat.) 3,422	.045		Flat (I-R) (UP) (J) (5¢, 60¢mo) (Inland Newspaper Representatives)	Record Pub. Co., Inc. G. Earl Wood, Pres.	G. Earl Wood (me) Pauline Colborn (ce)	G. Earl Wood (sp) Jean Tolliver (we)	Pauline Colborn (cm)	Clyde Johnson (mga) G. Earl Wood (ram) Pauline Colborn (cam)	G. Earl Wood (ms)
FREEPORT 22,467 25,192-ABC-CZ	Journal Standard (e) (AB) 17,351	.095		Flat (I) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Freeport Journal-Standard Pub. Company Donald L. Breed, Pres.-Pub.	Donald L. Breed (eep-e) Ford Fuller (me-ce)	Ford N. Fuller (ne) M. Douglas Grant (sp) Margaret Conn (we)	Francis I. Heinen (bm) M. D. Gravenstein (cm)	Charles W. Taylor (ad-mga) Frank Krehl (ram) Ralph O. Morrow (cam)	Frank Krehl (apm) Don Benedict (ms)
GALESBURG 31,425 33,041-ABC-CZ	Register-Mail (e) (AB) 23,063	.11		Flat (R) (AP, UP) (J) (5¢, 25¢w) (Ward-Griffith Co., Inc.)	Galesburg P. & P. Co. Mrs. Olive F. Custer, Pres. Wm. C. Pritchard, Pub.	Richard F. Jelliff (e) M. H. Eddy (me)	James Swickard (sp) Mrs. Adeline Kerr (we)	Mrs. O. N. Custer (gm) Wm. C. Pritchard (bm) H. E. Young (cm)	F. S. Hinman (ad-mga) H. Z. Tucker (ram) Helen Carr (cam)	H. J. Lowe (ms)
HARRISBURG 10,999 11,475-ABC-CZ	Register (e) (AB) 6,488	.055		Flat (I) (UP) (J) (5¢, 25¢w) (none)	Register Pub. Co. Mrs. Roy L. Seright, Pres.	Curtis G. Small (e)	Arthur M. Debes (ne)	Curtis G. Small (gm) Edw. Kirkpatrick (bm) Bill Melton (cm)	Joe M. Jackson (ad-ram) John R. Small (mga) Alta Porter (cam)	Wm. S. Epperheimer (ms)
HERRIN	Journal (see Carbondale listing)									
HOOPESTON 5,992	Chronicle-Herald (e ex Sat.) 3,052	.05		Flat (R) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives)	Knox Printing & Pub. Co. Frank R. Mills, Pres.-Pub.	Robert Gold (eep-e-me-ce)	Robert Gold (ne) Robert Gold (sp)	Thomas E. Mills (gm) Gloria Reynolds (cm)	Roger A. Hunt (ad) (mga-ram)	Frank R. Mills (pm) Roger A. Hunt (apm) Dall Milburn (ms)
JACKSONVILLE 20,387 21,552-ABC-CZ	Journal (m ex Mon.) (AB) 7,011 Courier (e ex Sat.) (AB) 5,878 Combined daily (me) (AB) 12,889 Journal & Courier (S) (AB) 12,496	.... .08 .08	.... Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w) (none)	Journal Courier Co. W. A. Fay, Pres.-Pub.	W. L. Fay (eep) B. B. Ridgway (e)	C. Tendick (Su) Bill Merris (sp) D. Maes (we)	R. A. Fay (bm) C. E. Eighinger (cm)	R. A. Fay (ad-mga) M. L. Hempel (ram) F. Sparger (cam)	Carl Newport (ms)
JOLIET 51,601 85,086-ABC-CZ	Herald-News (e) (AB) 32,486 Sunday edition (S) (AB) 33,482	.17* .17*	 Flat	Flat (I-R) (AP) (5¢, 10¢S, 35¢w-d&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. John F. Lux, Pub.	John F. Lux (eep-e) C. D. Albrecht (me) Glenn D. Whitney (ce)	Donald P. Merwin (sp) Ann Nelson (we)	John F. Lux (gm) J. Raymond Hennessy (cm)	Wilfred P. Burns (ad) Ray M. Howk (mga) W. F. Blackburn (cam)	John P. Hancock (apm)
	*.40 in combination with Aurora Beacon-News and Elgin Courier-News.									
KANKAKEE 25,856 42,649-ABC-CZ	Journal (e) (AB) 23,066 Sunday edition (S) (AB) 23,311	.13 .13	 Flat	Flat (I-R) (AP, UP, INS) (5¢, 10¢S) (West-Holliday Co., Inc.)	Kankakee Daily Journal Co. Leslie C. Small, Pres.-Pub.	Len Small (asso.e) Leslie C. Small (e) Bruce Brown (eep) Burrell Small (me) Maynard Beushansen (ce)	Ed. Shipley (ne) Herbert Jannusch (sp)	Burrell L. Small (gen) Len H. Small (bm) Lee Messinger (cm)	Oliver Johnson (ram) James Greenwood (cam)	Vern Bradley (ms)
KEWANEE 16,821 16,821-ABC-CZ	Star-Courier (e) (AB) 12,699	.09		Flat (R) (AP) (J) (5¢, 35¢w, $1.50mo) (Jann & Kelley, Inc.)	Star-Courier Co. H. L. Nelson, Pub. E. F. Anson, Assoc. Pub.	Chris R. Ketridge (e) G. G. Moriarity (me) James M. Rawlings (ce)	Charles F. Keefer (sp) Miss Norma Blewett (we)	E. F. Anson (bm) K. L. Buckley (cm)	Joseph T. Miller (ad-mga-ram) Lillian Berlin (cam)	E. P. Fuller (mech. foreman)
LA SALLE-PERU-OGLESBY 12,083 La Salle 8,653 Peru 3,922 Oglesby 24,658-ABC-CZ	News Tribune (e) (AB) 14,771	.10		Flat (R) (AP, UP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Daily Post Co. Peter Miller, Pres.-Pub.	F. C. Miller (e) Floyd Esche (me) Arnold McKeever (ce-LaSalle) Robert Johns (ce-Peru)	Frank Metzinger (sp) Ethel Knauf (we-LaSalle) Clara Morrow (we-Peru)	F. C. Miller (gm) Roy F. Vecchio (cm)	R. L. McAllister (ad-mga-ram) Leonard Dooley (cam)	John Barron (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General-Adv. Rates Max.	General-Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LAWRENCEVILLE 6,328	Record (e)	3,714	.045		Flat (I-R) (UP) (J) (5¢, 20¢w) (none)	Lawrenceville Pub. Co. George C. Armstrong, Estate	Winifred Keen Armstrong (me) H. D. DuFloth (ce)	Sharon Borden (sp) Marilyn Wagner (we)	Winifred K. Armstrong (bm) Betty Grundon (cm)	Jack A. Wells (ad-ram) Betty Grundon (cam)	C. L. Reynolds (ms)
LEWISTON 2,630	News (e)		.035		Flat (I) (INS) (J) (5¢, 20¢w) (Bottinelli-Kimball, Inc.)	Howard Sanstadt, Pub.	Howard Sanstadt (e)	Helen Sanstadt (ne)	Ralph Livingston (cm)	Howard Sanstadt (ad)	Dean Gustine (ms)
LINCOLN 14,362 14,362-ABC-CZ	Courier (e)	⊠ 7,090	.06		Flat (I) (AP) (J) (5¢, 30¢w) (none)	Courier-Herald Co., Inc. Mrs. Allyne V. Nugent Pres.-Co-Pub. John L. Nugent, Co-Pub.	Allyne V. Nugent (e) Ken Goodrich (me)	Mabel Musick (we)	John L. Nugent (G. M.) Orville E. Werth (cm)	L. M. Wertheim (mga) Delber D. Geskey (ram) David Emery (cam)	Allyne V. Nugent (P. M.)
LITCHFIELD 7,208	News-Herald (e)	4,911	.05		Flat (I-D) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	News-Herald Co. Frank P. Hanafin, Pub.	John P. Hanafin (e-me-ce)	John P. Hanafin (ne) David Sawyer (sp) Maisie E. O'Brien (we)	David Sawyer (cm)	J. Marvin Larkin (ad-mga-ram) David Jackson (cam)	David Jackson (apm) William Beer (ms)
MACOMB 10,592 10,592-ABC-CZ	Journal (e)	⊠ 9,812	.065		Flat (R) (AP) (J) (5¢, 25¢w) (Allen-Klapp Co.)	Journal Ptg. Co. William H. Rudolph Pub.	Lewis A. Randolph (e-me) Vail Morgan (ce)	Paul Carson (sp) Irene Burner (we)	William H. Rudolph (gm-bm) Mabel Frazier (cm)	James Pumo (mga)	William Ward (ms)
MARION 10,459	Republican (e)	4,305	.055		Flat (I-R) (UP) (J) (5¢, 25¢w, $1.05mo.) (Inland Newspaper Representatives, Inc.)	The Republican-Leader, Inc. Oldham Paisley, Pres.-Pub.	Oldham Paisley (eep-e) Homer M. Butler (me-ce)	James Dowell (sp) Dorotha Fry (we)	Oldham Paisley (gm-bm) Paul A. Frick (cm)	Mrs Audrey Lockhart (ram)	Edwin Soldner (ms)
MARSEILLES 4,514	Press (e)	1,726	.03		Flat (I-R) (INS) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Marseilles Daily Press Pub. Co.	C. I. Dunlap (e)			E. R. Dunlap (ad)	
MATTOON 17,547 18,628-ABC-CZ	Journal-Gazette (e)	⊠ 8,376	.08		Flat (I) (AP) (J) (7¢, 35¢w) (Allen-Klapp Co.)	Mattoon Journal Co., Inc. Wm. B. Hamel, Pres.-Pub.	Wm. B. Hamel (eep-e) John R. Miller (me)	Anne Ryan (we)	Ed Cummings (gm-cm)	Ed Cummings (ad-mga-ram)	Walter A. Kemper (ms)
MOLINE-EAST MOLINE 51,310 185,875-ABC-CZ	Dispatch (e)	⊠ 25,794	.26*		Flat (I-R) (AP, NYHT, UP) (5¢, 35¢w) (Allen-Klapp Co.)	Moline Dispatch Pub. Co. Harry A. Sward, Pres.-Pub.	John R. Sundine (eep-e) John W. Thompson (ce)	Russell E. Kiesele (sp) Mrs. Mabel E. Weise (we)	Harry A. Sward (gm) Robert H. Sward (bm) Melvin C. Kappler (cm)	Harold E. Swanson (mga) Clarence L. Lucas (ram) Earl E. Killion (cam)	

*Rate Includes insertion in Moline Dispatch and Rock Island Argus.

MOLINE-EAST MOLINE-ROCK ISLAND 37,397 Moline 48,710 Rock Island 13,913 East Moline 185,875-ABC-CZ	Dispatch and Argus (e)	⊠ 25,794	.26*		Flat (See also Moline, Ill. and Rock Island, Ill. listings.)						

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MEMBER BURGOYNE TEST-CITY GROUP

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MONMOUTH 10,193 10,800-ABC-CZ	Review-Atlas (e)	ABC 6,222	.05		Flat (I-R) (AP) (J) (5¢, 25¢ w, 85¢mo) (none)	Review-Atlas Ptg. Co. H. R. Moffet, Pres. V. L. Moffet, Pub.	L. A. Ryan (e) H. R. Moffet (me) R. B. Eckley (ce)	Ralph Eckley (sp) Phyllis Fusch (we)	V. L. Moffet (gm-bm) Z. Hamberg (cm)	D. R. Moffet (ad-mga-ram) P. Hiett (cam)	D. R. Moffet (pm) Victor Moffet (ms)
MORRIS 6,926	Herald (e)	4,705	.055		Flat (R) (AP) (J) (5¢, 30¢w)	Morris Daily Herald Thos. E. West, Pub.	Lew Betts (ce)	Walter Wolff (sp)		W. L. Sackett (adv. mgr.)	
MOUNT CARMEL 8,732	Republican-Register (e)	4,457	.055		Flat (I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Mt. Carmel Register Co. A. M. Richmond, Pres.	Earl L. Allison (e)	Homer H. Murray (ne)	J. J. McDonnell (bm) L. A. Risley (cm)	John J. McDonnell (mga)	C. C. Malcolm (ms)
MOUNT VERNON 15,600 17,100-ABC-CZ	Register-News (e)	ABC 10,191	.07		Flat (I) (AP) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Mt. Vernon Register-News Co. Walter Rackaway, Pres.	J. Edwin Rackaway (e-me) Orian Metcalf (ce)	John Rackaway (sp)	C. J. Thompson (gm-bm) John McClure (cm)	C. J. Thompson (ad) Chapman Rackaway (mga) Ruth Thompson (cam)	Chas. J. Thompson (pm) Leslie Shehorn (ms)
MURPHYSBORO	Independent (see Carbondale listing)										
OLNEY 8,612	Mail (e)	5,495	.055		Flat (I) (INS) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Olney Daily Mail Pub. Co. M. B. Yount, Pres. Allen Yount, Pub	Allen Yount (eep-me) Bill Schaub (e-ce)	Bill Schaub (ne-sp-we)	Allen Yount (gm-bm) M. B. Yount (cm)	John J. Hursta (ad-mga-ram) Norman Boxell (cam)	John J. Hursta (pm-apm) Levi Tennyson (ms)
OTTAWA 16,957 19,398-ABC-CZ	Republican-Times (e)	ABC 12,330	.085		Flat (I-R) (AP) (6¢, 30¢w) (Allen-Klapp Co)	Republican-Times Ptg. Co. Fred A. Sapp, Pres.-Pub.	Herbert Hames (eep-me) Fred A. Sapp (e) L. S. Clemens (ce)	Ralph Bedner (ne) Harry Quilter (sp) Helen Copeland (we)	Fred A. Sapp (gm-bm) H. L. Hetrick (cm)	E. J. Kelly (ad-mga-ram) Mrs. Hilda Leamy (cam)	Fred A. Sapp (pm) Edward J. Kelly (apm) L. V. Gonigam (ms)
PARIS 9,460	Beacon-News (e)	6,566	.07		Flat (I-R) (UP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Paris Beacon Pub. Co. Mrs. Mary L. Jenison Pres.-Pub.	E. H. Jenison (eep-e-me)	Grover Hoff (ne) Vesta Twyman (we)	P. J. Van Gilder (bm)	P. J. Van Gilder (ad) Ernestine Jenison (mga)	
PAXTON 3,795	Record (e ex Thurs.)	1,160	.032		Flat (R) (J) (4¢, 20¢w) (none)	Stevens Ptg. Co. Herbert N. Stevens, Pres.-Pub.	Herbert N. Stevens (eep-e-me) H. N. Stevens, Jr. (ce)	Herbert Stevens, Jr. (ne) Mary Jane Lundy (we)	H. Peter Larson, Jr (gm-bm) E. R. Donnelly (cm)	H. Peter Larson Jr. (ad-mga-ram) E. R. Donnelly (cam)	Albert Carlston (ms)
PEKIN 21,858 22,668-ABC-CZ	Times (e)	ABC 16,672	.11		Flat (I) (UP) (5¢, 30¢w) (West Holliday Co., Inc.)	(A partnership of Mr. & Mrs. McNaughton) F. F. McNaughton, Pub. Wm. D. McNaughton, Asst. Pub.	F. F. McNoughton (eep) Perry Stewart (me) Nate Uditsky (ce)	Perry Stewart (ne) Lloyd Armstrong (sp) Irene Quevy (we)	W. Dean McNaughton (gm-bm-cm) Joe Smith (cm-city) Paul Ketcham (cm-rural)	Wm. D. McNaughton (ad) Marie Lewis (mga) Chas. Layne (ram) Caroline Kluever (cam)	Wm. D. McNaughton (pm-apm) Roland Weiss (ms) Dick Reid (press room supt.)
PEORIA 111,856 154,539-ABC-CZ	Star (m)	33,255	.....	.....	(I) (AP, INS, UP) (5¢, 15¢S, 45¢w-d&S) (Ward-Griffith Co. Inc.)	The Peoria Journal Star, Inc. Carl P. Slane, Pres.-Pub.	H. M. F. George (exec. e.) Gomer Bath (eep) Robert J. Crombie (ce)	Max Bosler (Su) S. W. Conver (sp) Ellen Derges (we)	E. E. Soules (bm) W. F. Lester (cm) C. J. Zehr (com)	E. H. Maloney (ad) Orville Summers (mga) F. A. Stewart (ram) E. B. Roberts (cam)	C. S. Mugge (pm) H. N. McCormick (prod. mgr.)
	Journal (e)	67,051	.....	.....	(I) (AP, INS, NANA) (5¢, 15¢S, 45¢-d&S) (Ward-Griffith Co. Inc.)		E. Geo. Magenheimer (eep) Henry P. Slane (e) Russel C. Perry (me) Victor Kaspar (ce)	Max Bosler (Su) Kenneth Jones (sp) Sally Haskins (we)			
	Comb. daily (me)	100,306	.32	Flat							
	Journal-Star (S)	89,719	.32	Flat							
PONTIAC 8,990 8,990-ABC-CZ	Leader (e)	ABC 4,765	.055		Flat (I-R) (UP) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Leader Pub. Co., Inc. L. V. Pearre, Pres. Jerome Pearre, Pub.	L. V. Pearre (e) H. E. Harris (ce)	James Caviezel (sp) Carol Harmon (we)	Jerome Pearre (bm) Gerald Pagel (cm)	Jerome Pearre (ad)	C. S. Brydia (ms)
QUINCY 41,450 44,476-ABC-CZ	Herald-Whig (e ex Sat.)	ABC 32,794	.16		Flat (I) (AP) (5¢, 10¢S, 35¢w-d&S) (Allen-Klapp Co.)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	A. R. Higgins (eep-e) A. M. Oakley (me) Dave Tuffly (ce)	A. M. Oakley (ne-Su) Fred Gray (me-sp) Connie Brandt (we)	T. C. Oakley (bm) L. G. Thornhill (cm)	A. O. Lindsay (ad) Hal E. Culp (mga-ram) Jeanette Schlinkman (cam)	H. E. Culp (pm)
	Saturday edition (Sat.)	ABC 21,162	.16	Flat							
	Sunday edition (S)	ABC 32,982	.16	Flat							
ROBINSON 6,407	News (e)	6,003	.06		Flat (I) (UP) (J) (5¢, 20¢w) (none)	Robinson Daily News K. V. Lewis, Pres.-Pub.	K. V. Lewis (eep-e-me) George H. McCarty (ce)	George H. McCarty (ne-sp) Marian Gideon (we)	K. V. Lewis (gm-bm) Merle Richards (cm)	Otto A. Willenborg (ad-mga) Dean G. Rankin (ram) Marion Gideon (cam)	Otto A. Willenborg (pm-apm) Moran Keller (ms)
ROCK FALLS	(see Sterling-Rock Falls)										
ROCKFORD 92,927 105,438 (Spec. U. S. '52 Census) 134,488-ABC '52-CZ	Star (m ex Mon.)	ABC 46,807	.....	.....	(I-R) (AP, INS, UP) (6¢, 15¢S, 35¢w-d (Burke, Kuipers & Mahoney, Inc.)	Winnebago Newspapers, Inc. E. Kenneth Todd, Pres.-Pub.	John W. Grimes (exec. ed) Wm. J. Garson (me-RR) C. H. Nelson (me-S) R. C. Monahan (ce-RR) Oliver L. Cremer (ce-S)	Isadora Nelson (Su) Jim Johnston (sp RR) Jean Richmond (we)	E. Kenneth Todd (gm) Wm. K. Todd (bm) Frank J. Nolan (cm) Lawrence E. Alex (com)	H. H. Honaker (mga) R. G. Lundgren (ram) K. J. Nattrass (cam)	Wm. H. Klusmeier (pm) Earl E. Anderson (ms)
	Register-Republic (e)	ABC 33,063	.....	.....							
	Combined daily (me)	ABC 79,870	.29	Flat							
	Star (S)	ABC 62,645	.....	.....							
	Evening & Sunday (eS)	ABC 95,708	.29	Flat							
ROCK ISLAND 48,710	Argus (e)	ABC 26,089	.26*		Flat (I) (AP, UP) (5¢, 35¢w) (Allen-Klapp Co.)	The J. W. Potter Co. Marguerite F. Potter, Pres.-Co-Pub. B. H. Potter, Co-Pub.	Herbert E. Wilson (me) Lynn L. Ash (ce)	George R. Smith (ne) William V. Kinney (sp) Phyllis Owens (we)	L. R. Enstrom (cm)	Harold E. Swanson (mga) Arthur H. Williams (ram) Bernard F. Marshall (cam)	

*Rate includes insertion in Rock Island Argus and Moline Dispatch.

ROCK ISLAND-MOLINE—EAST MOLINE 48,710—Rock Island 37,397—Moline 13,913—East Moline 185,875-ABC-CZ	Argus and Dispatch (e)	ABC 52,093	.26*		Flat (See also Rock Island, Ill., and Moline, Ill. listing.)						
SAVANNA 5,058	Times-Journal (e ex Sat.)	1,790	.035*		Flat (R) (UP) (J) (3¢, 15¢w) (Fred Kimball, Inc.)	Savanna Times-Journal F. J. Stransky, Pres. D. C. Pickard, Pub.	D. C. Pickard (eep-e) William Kennedy (me) Nels Schmidt (ce)	Nels Schmidt (sp)	D. C. Pickard (gm-bm) B. Boelman (cm)	D. C. Pickard (ad-mga) H. Wood (ram) B. Boelman (cam)	Omar Ketchum (ms)

*.045 in combination with Hanover, Ill. Journal (weekly) and Elizabeth, Ill. Times (weekly), combined circulation 2,461.

SHELBYVILLE 4,462	Daily News (e ex Sat.)	1,543	.055		Flat (I) (AP) (5¢, 15¢w) Inland Newspaper Representatives, Inc.	General Newspaper Corp. Luther C. Paxton, Pres.-Pub.	Luther C. Paxton (e)	R. L. Edmiston (ne) Catherine Edmiston (we)	Luther C. Paxton (gm) Emma L. Paxton (bm)	Robert L. Edmiston (mga)	Lester Moore (ms)

Also publish semi-weekly edition (Mon.-Thurs.). All national advertising runs both in daily and next semi-weekly issue. (Semi-weekly circulation, 2286--P.O. Statement, Sept. 30, 1954).

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This three-way outlet enables you to put the 3 GREAT COPLEY NEWSPAPERS to work for you. When you buy All 3 you combine their selling power in reaching . . . influencing . . . and SELLING this rich 3-in-1 market. This is the easy way . . . the ECONOMICAL way of tapping the tremendous buying potential of this second largest of all markets in Illinois.

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COPLEY NORTHERN ILLINOIS GROUP

REPRESENTED BY WEST-HOLLIDAY CO., INC. • OFFICES IN ALL PRINCIPAL CITIES

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

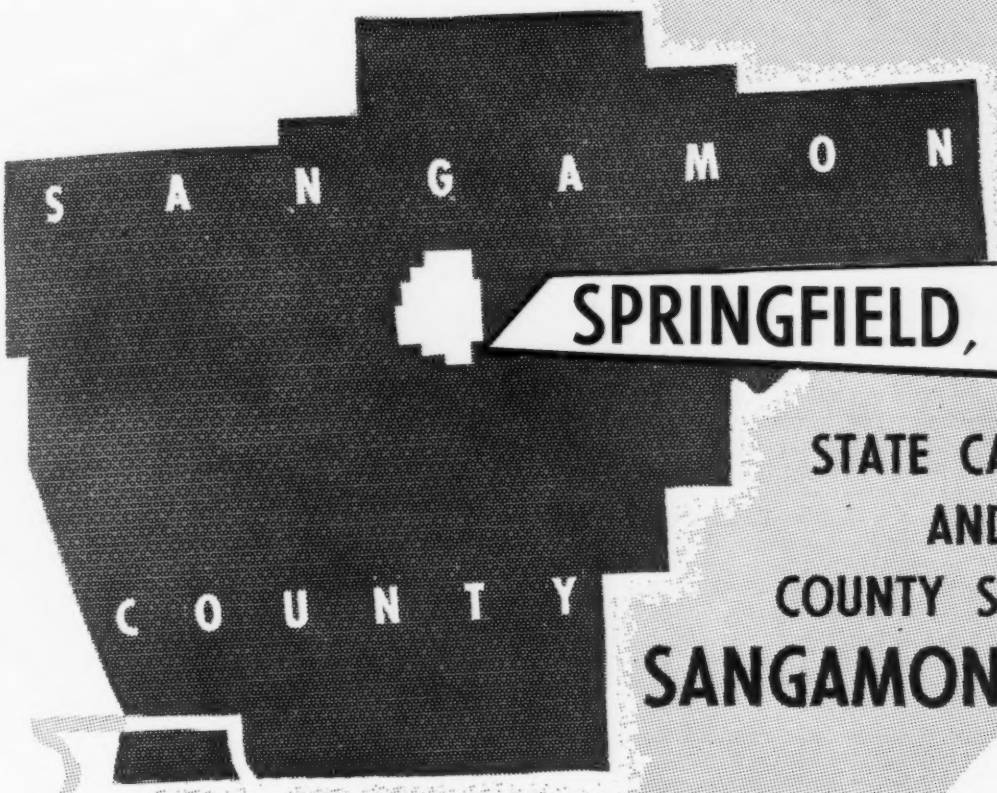
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SHELBYVILLE —Continued	Union (e) 4,300	.057		Flat (I) (UP) (3¢, 15¢w) (none)	Union Pub. Co. R. L. Frazier, Pub.	Quentin O. Storm (e) George Frazier (me)		Frances Frazier (bm) George Frazier (mga)		
SPRINGFIELD 81,628 103,715-ABC-CZ	Illinois State Journal (m) 49,349 Illinois State Register (e) 23,109 Combined daily (me) 72,458 Journal Register (S) 65,108	.... .27 .27	.... Flat Flat	(R) (D) (AP, INS, UP) (7¢, 12¢S, 40¢w-m or e&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. J. Emil Smith, Pub.	J. Emil Smith (eep-e-J) V. Y. Dallman (eep-e-R) John Ferguson (me-J) Jas. Armstrong (me-R) Robert Harris (ce-J) Robert Woods (ce-R)	Robert A. Drysdale (sp-J) Bernard E. Waterman (sp-R) Ferne Lippott (so-J) Betty Kerr (we-R)	J. Emil Smith (gm-bm) J. Paul Kienzle (cm)	William F. Dagon (ad) Walter Henkes (mga) George Pehlman (ram) J. J. Slavin (cam)	T. F. Grady (ms)
STERLING-ROCK FALLS 12,817—Sterling 7,983—Rock Falls 26,474-ABC-CZ	Gazette (e) 12,508	.09		Flat (I-R) (AP) (6¢, 30¢w) (West-Holliday Co., Inc.)	Sterling Gazette Co. Preston F. Grandon, Pres.-Pub.	Robert J. Unzicker (me)	Harry E. Kidd (sp) Mrs. Wilda Adams (we)	Preston F. Grandon (gm) Donald A. Dickinson (bm) Ronald Parsons (cm)	A. E. MacGregor (ad) David P. Grandon (mga) Paul E. Vogel (cam)	Cyril M. Tyne (ms)
STREATOR 16,469 19,795-ABC-CZ	Times-Press (e) 11,695	.085		Flat (I) (AP) (5¢, 25¢w) (Allen-Klapp Co.)	Times-Press Pub. Co. John R. Fornof, Pub.	John R. Fornof (e) W. J. Godfry (ce)	Ralph Hart (sp) Mrs. B. Gardner (we)	John H. Fornof (bm) Lloyd Hall (cm)	S. E. Dennehe (mga-ram) M. Adamczyk (cam)	
TAYLORVILLE 9,188 10,987-ABC-CZ	Breeze-Courier (e) 6,374	.07		Flat (I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Breeze Ptg. Co., Inc. Maude C. Reed, Pres.-Pub.	Maude C. Reed (eep-me) Dr. Rex Syndergaard (e) Edith Stitzel (ce)	Edith Stitzel (ne-we)	Maude C. Reed (gm-bm) Richard Davis (cm)	James Frank Cooper (ad-mga-ram)	James F. Cooper (pm-apm) Williard Woodward (ms)
URBANA	(see Champaign-Urbana listing)									
WATSEKA 4,235	Iroquois County Times (e) 5,025	.06		Flat (I-R) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Mavity Newspapers, Inc. Anthony A. Allegretti, Pres.-Pub.	Cloyce K. Nichols (e-me) L. O. Stansbury (ce)	Phyllis Jameson (we)	W. C. Damler (bm) Lengene Campbell (cm)	A. A. Allegretti (ad) T. J. Lehman (ram)	R. O. Roberts (ms)
WAUKEGAN 38,946 50,404-ABC-CZ	News-Sun (e ex Sat.) 24,859 Saturday edition (Sat.) 23,034	.13	Flat	(I-R) (AP, UP) (J) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Keystone Ptg. Service, Inc. F. Ward Just, Pres.-Pub.	G. G. Crawford (e) Roland Kennedy (me)	Jas. Levandusky (sp) Margaret Searing (we)	F. Ward Just (gm) Richard F. Kennedy (bm) Edw. Oliver (cm)	Richard F. Kennedy (ad) Richard Kennedy (mga) Larry Comstock (ram) Jesse Brown (cam)	Stewart MacDonald (pm) Earl C. Swinney (pm)
WEST FRANKFORT 11,384	American (e) 5,757	.05		Flat (R) (UP) (J) (5¢, 15¢w) (none)	Daily American Co., Inc. Roger G. Kelly, Pres.	Roger G. Kelly (e)		W. Henson Purcell (bm)		T. J. Elkins (ms)
WHEATON 11,638 16,001 Spec. U. S. '53 Census 16,001-ABC-CZ	Journal (e) 5,634	.075		Flat (I) (UP) (7¢, 35¢w) (Inland Newspaper Representatives, Inc.	Dear Pub. & Radio Inc.	J. Albert Dear (e) William N. Bauler (me) Ralph Dear (ce)	Gordon Davis (sp) Alma Jilek (we)	Harry F. Smith (bm) John Maier (cm)	Richard W. Ernst (mga) Charles Vallette (cam)	Glen Unholz (ms)
WOODSTOCK 7,192	Sentinel (e) 6,375	.07		Flat (I-R) (AP) (J) (5¢, 30¢w) (none)	Woodstock Pub. Co. Mabel S. Shaw, Pres. Lyle H. Pilcher, Pub.	Lyle H. Pilcher (e) Peter Albertson (ce)	Geo. E. Sullivan (sp) Virginia Holmes (we)	Lyle H. Pilcher (gm-bm) John Wilson (cm)	Ralph Schenk (ad) Blanche Pedderson (cam)	Hollis Hamlin (ms)

INDIANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA 5,147	News (e ex Sat.)	.04*		Flat (I) (INS) (J) (5¢, 15¢w) (Thos. F. Clark Co., Inc.)	K. J. Sullivan, Pub.	H. J. Sullivan (e)	Phyllis Cunningham (we)	K. J. Sullivan (cm)		Warren Westpha (ms)
	*Rate includes insertion in Weekly (Thurs.) News.									
	Times-Tribune (e ex Sat.) 2,247	.05		Flat (I) (UP) (5¢, 25¢w) (none)	Times-Tribune Corp. Robert M. Feemster, Pres.-Pub.	Walton Collins, Jr. (e)		Curtis Ellis (gm)	Curtis Ellis (ad)	
ANDERSON 46,820 58,265-ABC-CZ	Bulletin (e) 17,983 Herald (m ex Mon.) 17,200 Combined daily (me) 35,183 Herald (S) 18,944 Evening and Sunday (eS) 36,927	.20 .20 .21 .20 .21	Flat Flat Flat Flat Flat	(I-D) (AP) (5¢) (Allen-Klapp Co.) (AP) (5¢, 15¢S, 35¢w) (Allen-Klapp Co.) (R)	Anderson Newspapers, Inc. Geo. D. Crittenberger, Pres.-Pub.	Herbert M. Kennedy (eep) Eugene R. Bock (me) Byron E. Louiso (ce) Thomas Gephardt (e) Floyd Schuyler (me) T. Vermillion (ce)	Fred Casady (sp) Marilyn Daugherty (we) Orville Haven (sp) Jane Heritage (we)	George D. Crittenberger (gm-bm) Russell Gritter (cm) Geo. D. Crittenberger (gm-bm) Harry Myers (cm)	E. A. Bailey (ad) Charles Laughlin (mga) H. C. Riley (ram) Delmar Hermann (cam)	Garland Hines (apm) James Berry (ms)
ATTICA 3,862	Ledger-Tribune (e ex Sat.) 1,852	.04		Flat (R) (AP) (J) (7¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Attica Newspapers, Inc. Don M. Montgomery, Pub.	D. M. Montgomery (eep-e-me-ce)	Everett White (ne) Ralph Green (sp)	D. M. Montgomery (gm-bm-cm)	D. M. Montgomery (ad-mga-ram-cam)	D. M. Montgomery (pm-apm) Everett White (ms)
AUBURN 5,879	Star (e) 3,437*	.055		Flat (I) (UP) (5¢, 25¢w) (none)	Auburn Printing Co.	V. E. Buchanan (e)			George Hatchet (ad)	
	*Sworn March 31, 1954.									
BEDFORD 12,562 16,299-ABC-CZ	Times-Mail (e) 9,656	.08		Flat (I) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Bedford Daily Times-Mail, Inc. Stewart Riley, Pres.-Pub.	Ray Snapp (me)	Alvin Brewster (sp) Miss Joyce Long (we)	Walter Senger (cm)	Robert Williams (ad) Charles George (cam)	H. P. McChord (ms)
BICKNELL 4,572	News (e) 2,409	.05		Flat (R) (INS) (5¢, 25¢w) (Scheerer & Co.)	Bicknell Daily News Wm. D. Murray, Pub.	Don Radler (eep-me)	Allen Waters (ne-sp) Betty Jo Lloyd (we)	Mrs. Avenell Powell (bm-cm)	Don Radler (ad-ram) Mrs. Avenell Powell (cam)	Don Radler (pm)
BLOOMFIELD 2,086	World (e ex Sat.) 3,162	.05		Flat (D) (INS) (J) (5¢, 20¢w) (Scheerer & Co.)	The Evening World John A. Watkins, Pub.	Wm. C. Miles (eep-ce) John A. Watkins (e-me)	Wm. C. Miles (ne) Richard Riddle (sp) Margaret Hudson (we)	John A. Watkins (gm-bm-cm)	John A. Watkins (ad-mga-ram-cam)	John A. Watkins (pm-apm) Wentworth Quillin (ms)
BLOOMINGTON 28,163 31,505-ABC-CZ	Herald-Telephone (e) 12,247	.10		Flat (I-R) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Bloomington Newspapers, Inc. George J. Wise, Pres.-Pub.	George J. Wise (eep) Bruce B. Temple (e-me) Bill Dyer (ce)	Bruce B. Temple (ne) George Bolinger (sp) Lola Graham (we)	George J. Wise (gm) Charles E. Wise (bm) Leo Parson (cm)	Charles E. Wise (ad) Charles E. Wise (ram) Wanda Sellars (cam)	Golda D. Wise (pm) Kenneth Ingle (ms)

1954 LINEAGE—26,554,458 LINES

Were Published in the Illinois State Journal and Register



SPRINGFIELD, ILLINOIS

STATE CAPITAL
AND
COUNTY SEAT OF
SANGAMON COUNTY

• *The U. S. Dept. of Agriculture and Census Bureau list Sangamon County as one of the*

100 LEADING AGRICULTURAL COUNTIES IN THE UNITED STATES

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1836—THE ILLINOIS STATE REGISTER (E)
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SPRINGFIELD, ILLINOIS
WEST-HOLLIDAY CO., INC. National Representatives

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BLUFFTON 6,076	News-Banner (e) 4,225	.06		Flat (I) (UP) (6¢, 35¢w) (none)	News-Banner Corp. R. G. Swaim, Pres.-Pub.	R. G. Swaim (e) Orin O. Craven (ce)	Eugene McCord (sp) Marlene Holloway (we)	R. G. Swaim (gm)	James Barbieri (ad) Mary Coffield (mga)	J. Lee Mattax (ms)
BRAZIL 8,434	Times (e) 5,803	.065		Flat (R) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Times Pub. Co., Inc. George H. James, Pres.	Ernest Wilkinson (e) George H. James (me)	Joan Carpenter (we)	Ted R. Raper (bm) Fay E. Huff (cm)	Joseph P. Badger (ad-mga-ram) Betty J. Chadwick (bkpr.)	Joseph P. Badger (apm)
CLINTON 6,462	Clintonian (e ex Sat.) 3,846	.04		Flat (R) (INS) (J) (5¢, 25¢w) (none)	Geo. L. Carey, d.b.a. The Daily Clintonian George L. Carey, Pub.	Don Ruby (e-ce) George L. Carey (me)	Lillian Nieman (we)	Mrs. Virginia Randall (cm)	B. W. Collins (mga)	Warren Hall (ms)
COLUMBIA CITY 4,745	Commercial Mail (e) ..... Post (e) ..... Combined Daily (e) 3,880	.... .05		(R) (D) (UP) (5¢, 20¢w, 85¢mo) (Scheerer & Co.)	Post & Mail Pub. Co., Inc. John Q. Adams, Pres.-Pub.	John Q. Adams (eep-e-me-ce)	John Q. Adams (ne) Robt. E. Fahl (sp) Gertrude Meredith (we)	John Q. Adams (gm-bm)	Dale Gillespie (ad-mga-ram-cam)	D. E. Gillespie (apm) George Coverstone (ms)
COLUMBUS 18,370 19,022-ABC-CZ	Republican (e) (ABC) 10,689	.08		Flat (I-R) (UP) (5¢, 25¢w) (DeLisser, Inc.)	The Eve. Republican (Partnership) Ray S. Brown, Pub.	Robert E. Gordon (eep-e-me) Robt. J. Marshall (ce)	Robt. J. Marshall (ne) Scott Alexander (sp) Ann Green (we)	Robert N. Brown (gm) Tom Hamilton (bm) W. H. Nicholson (cm)	Tom Hamilton (mga) Dallas Robertson (ram) Enid Lemley (cam)	Ray S. Brown (pm-apm-ms)
CONNERSVILLE 15,550	News-Examiner (e) 6,457	.07		Flat (I-R) (AP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	News-Examiner Co. Mrs. E. W. Tatman, Pres. Geo. S. Tatman, Pub.	Arthur E. Neal (eep-e) C. Murray (me) R. Davis (ce)	H. Shields (sp) Carolyn Hopkins (we)	George S. Tatman (gm-bm) H. D. Gilliland (cm)	J. L. Foster (ad) D. Claypool (ram)	E. Jackson (pm) Corwin Ward (ms)
CRAWFORDSVILLE 12,851 12,851-ABC-CZ	Journal-Review (e) (ABC) 10,814	.085		Flat (I) (AP) (5¢, 30¢w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Journal-Review, Inc. Foster Fudge, Pres.-Pub. Addington Vance, Associate Pub.	Tom K. Showalter (me) L. F. McCormick (ce)	H. Emerson Rowan (night ed.) H. Emerson Rowan (sp) Elinor Coffel (we)	Foster Fudge (gm) Addington Vance (asst. gm) Melvin Taylor (off. mgr.) Ard Auser and Kenneth McLaughlin (cm)	A. B. Beecher (ad) Melvin Taylor (mga)	Addington Vance (pm) Claude Connelly (ms)
DECATUR 7,271	Democrat (e) 4,282	.05		Flat (D) (UP) (J) (5¢, 25¢w) (Scheerer & Co.)	The Decatur Democrat Co. Dick Heller, Pres.	Dick D. Heller (me) Pete Reynolds (ce)	Pete Reynolds (sp)	Dick Heller (gm)	David Heller (ram)	.....
EDINBURG 3,283	Courier (e) 1,790*	.03		Flat (I) (INS) (UP) (J) (none)	Edinburg Courier Pub. Co. Francis A. Otto, Pres.-Pub.	Francis A. Otto (e) Sarah E. Otto (me-ce)	Sarah E. Otto (we)	Edgar Freese (gm) Sarah E. Otto (bm)	Francis A. Otto (ad)	Edgar Freese (ms)
	*Sworn March 31, 1954.									
ELKHART 35,646 43,762-ABC-CZ	Truth (e) (ABC) 20,195	.12		Flat (I) (AP, UP, CDN) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding)	Truth Pub. Co., Inc. John F. Dille, Jr., Pres.-Pub.	Robert W. Schnuck (eep) John F. Dille, Jr. (e) Carl Miller (ce)	Emerson Martin (ne) Tom Stephenson (sp) Virginia Thompson (we)	John F. Dille, Jr. (gm) J. G. Wallick (bm) S. D. Danforth (cm)	L. E. Fleck, Jr. (mga) Howard Trautman (ram) Howard Trautman (cam)	L. E. Fleck, Jr. (prod. mgr)
ELWOOD 11,362	Call-Leader (e) 4,424	.05		Flat (I-R) (AP) (5¢, 30¢w) (Scheerer & Co.)	Elwood Pub. Co., Inc. Ray F. Barnes, Pres.-Pub.	Frank O. Wellnitz (e-me)	Charles W. Ringle (sp) Dorothy M. Durham (we)	Ray F. Barnes (gm) Frank O. Wellmitz (bm) Ralph Maloy (cm)	R. E. Wershing (mga-ram) Leon Davenport (cam)	Charles Stickler (ms)
EVANSVILLE 128,636 156,043-ABC-CZ	Courier (m) (ABC) 60,324 Press (e) (ABC) 46,400 Combined daily (me) (ABC) 106,724 Courier-Press (S) (ABC) 89,316	.29 .28 .35 .35	Flat Flat Flat Flat	(I) (AP) (INS) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.) (I) (AP, UP, SHNA) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Scripps-(Scripps-Howard Newspapers, Gen. Adv. Dept.)	Evansville Courier, Inc. Robert C. Enlow, Pres. Evansville Press Co. W. C. Bussing, Pres.	John Hillman (eep-e) Franklin A. Hunt (me) J. B. Renow (ce) Earl H. Richert (eep-e) Carl Ritt (me) James Margedant (ce)	W. L. Shipley (ne) John C. Polly (Su) Daniel W. Scism (sp) Marie H. Woods (we) Ottrell Miller (ne) John C. Polly (Su) Dick Anderson (sp) Harriet B. Jenner (we)	G. R. Benedict (Pub.'s Asst.) R. M. Ellis (cm)	F. E. Katterjohn (ad) Fred Balz (mga) E. A. Tapscott (ram) R. McComas (cam)	
FORT WAYNE 133,607 141,050-ABC-CZ	News-Sentinel (2) (e) (ABC) 75,970 Journal Gazette (2) (m) (ABC) 62,333 Combined daily (me) (ABC) 138,303 Journal-Gazette (S) (ABC) 90,557	.... .43 .28	.... Flat Flat	(I-R) (AP, UP, INS) (Sat.*) (7¢, 10¢Sat., 35¢w) (Allen-Klapp Co.) (I-D) (AP, INS) (7¢, 15¢S, 30¢w-d, 45¢w-d&S) (Allen-Klapp Co.)	News Publishing Co. Helene R. Foellinger, Pres.-Pub. Journal-Gazette Co. James R. Fleming, Ch. of Bd. & Co.-Pub. V. M. Simmons, Pres.-Co.-Pub.	Clifford B. Ward (e) Frank Roberts (eep) Miller Ellingham (exec. e)	Robert L. Manth (ne) Ben Tenny (sp) Carolyn McNally (we) James P. Lovette (ne) Robert A. Reed (sp) Aloyse C. Moritz (we)	Ralph Heckman (cm) Elmer Roemke (com)	Paul Knapp (mga) Robert Johnston (ad) Dean Seniff (ram) William Good (cam)	Robert D. Adams (pm) Paul H. Knapp (apm)
	NOTE: The News-Sentinel and The Journal-Gazette are corporately and editorially separate, but operate their Business, Advertising, Circulation, and Mechanical Departments under a joint publishing company known as Fort Wayne Newspapers, Inc., the personnel of which follows: Helene F. Foellinger, President; M. M. Ellingham, Vice-President; Elmer Roemke, Secretary-Treasurer; Ralph Heckman, Circulation Manager; Robert Johnston, Advertising Director; Paul Knapp, General Advertising Manager; Dean Seniff, Retail Advertising Manager; William Good, Classified Advertising Manager.									
FRANKFORT 15,028-ABC-CZ	Times (m ex Mon.) (ABC) 7,552 Sunday edition (S) (ABC) 7,695	.08 .08	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w, $1.20mo) (Scheerer & Co.)	G. Y. Fowler's Sons Pub. Co. Max Fowler, Pres.-Pub.	French Ragsdale (eep-ce)	Len Beeghley (sp) Helen Toeppe (we)	Max Fowler (gm) R. F. Lashbrook (bm) Paul Sertain (cm)	Margaret Reichart (ram) C. Hayes (cam)	.....
FRANKLIN 7,316 7,316-ABC-CZ	Star (e) (ABC) 4,505	.05		Flat (I) (INS) (J) (5¢, 25¢w) (DeLisser, Inc.)	Todd & Sellers, Pubs. (a partnership)	Allan R. Hass (e) Max Friedersdorf (ce)	Allan R. Hass (ne) Jack Alexander (sp) Ruby R. Butler (we)	Robt. A. Todd (gm) Orris A. Graves (cm)	Hugh Ballard (ad-mga-ram-cam)	Noel D. Nay (ms)
GARY 133,911 167,659-ABC-CZ	Post-Tribune (e) (ABC) 50,257	.21		Flat (I-R) (AP, UP, ONA) (6¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Gary P. & P. Co. H. B. Snyder, Pres. J. R. Snyder, Pub.	Don F. Datisman (eep) H. B. Snyder (e) Dale E. Belles (me) Arnold A. Coons (ce)	Jas. E. Rasmussen (ne) Norman S. Werry (sp) Beryl Ann Brownell (we)	J. T. Snyder (gm) W. C. Todd (cm)	P. H Blue (ad) J. I. Evanson (ram) C. H. Clapp (cam)	Frank Hubbard (pm-apm) E. S. Ebner (ms)
GOSHEN 13,003	News (e) 7,483	.065		Flat (I) (UP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	News Ptg. Co., Inc. R. C. Lehman, Pres. Lee H. Summy, V P.	Roscoe Lehman (e-me) Dale Peffley (ce)	Billy Sheffer (sp) Mrs. V. Chapman (we)	Harmon Williams (bm-cm)	Lee H. Summy (ad)	N. W. Leek (ms)
GREENCASTLE 6,888	Banner (e) 4,965	.05		Flat (I-D) (UP, INS) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	The Daily Banner S. R. Rariden, Pub.	.....	.....	.....	J. M. Oliver (ad)	.....
GREENFIELD 6,159	Reporter (e) 4,753	.045*	Flat	(I) (INS) (4¢, 20¢w) (J) (Thos. F. Clark Co., Inc.)	Spencer Pub. Co. Dale B. Spencer, Pub.	Dale B. Spencer (eep-e) Mary E. Crider (me) O. E. Welter (ce)	O. E. Welter (sp) Mary E. Crider (we)	.....	Richard Spencer (ad) Violet Brown (mga) Dorothy Spencer (cam)	Walter Worland (ms)
	*.055 in combination with weekly (Thurs.) Republican, combined circulation 5,080.									

IN INDIANAPOLIS

they Buy More because they Have More!

YES, PEOPLE DO BUY MORE IN INDIANAPOLIS...

- **General Merchandise Sales per family 66.9% above the national average.***
- **Sales of Food Supermarkets per family 57.3% above national average.***
- **Drug Store Sales per family 86.3% above the national average.***
- **Department Store Sales per family 149.2% above the national average.***
- **Automotive Sales per family 38.2% above the national average.***
- **Jewelry Store Sales per family 67.7% above the national average.***

Indianapolis is not only one of the richest markets in the nation, but it also combines all the other market advantages you need for bigger, more economical sales:

IT'S BIG . . . Metropolitan Indianapolis has a population of more than 600,000. It is the hub of a vast 45 county trading area with a total population of 1,951,200 and an Effective Buying Income of over THREE BILLION DOLLARS. There is no other major market within 100 miles to compete.

IT'S ACTIVE . . . Retail Sales alone in this huge 45 county trading area accounted for 46.8% of all retail sales in Indiana with the state itself tenth among all states in retail sales.

IT'S GROWING . . . In the past 25 years the Indianapolis market has grown 30% in population, 258% in Effective Buying Income and 294% in Retail Sales, substantially greater gains than those made by the nation as an average.

IT'S DIVERSIFIED, BALANCED & STABLE . . . Indianapolis has over 2600 varied manufacturing companies and it is located in the heart of one of the nation's richest agricultural production areas.

IT'S EASILY REACHED . . . Indianapolis is the center of a huge network of roads and highways. It is one of the nation's largest air and rail centers.

AND, IT'S FULLY COVERED . . . The Indianapolis Star and The Indianapolis News—and only The Star and The News—provide the means for economical, saturation coverage of this big market.

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THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

*Consumer Income Supplement, 1954, Standard Rate & Data Service

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GREENSBURG 6,619	News (e) 4,877	.06		Flat (I-R) (INS) (J) (5¢, 30¢ w) (Scheerer & Co.)	Greensburg News Pub. Co. M. B. Borchers, Pres. Walter B. Lowe & Ruth Hancock, Co-Pubs.	Walter B. Lowe (eep-e) Hubert G. Stuhrenberg (ce)	Fred Netherland (sp) Mary K. Emmert (we)	Walter B. Lowe (gm) Ruth Hancock (bm) William Henry (cm)	Murray L. Gordon (ad-mga-ram) Joan Hawkins (cam)	William H. Wintin (ms)
HAMMOND-EAST CHICAGO Hammond-87,594 East Chicago-54,263 187,969-ABC-CZ	Times (e ex Sat.) (AB) 48,304 Sunday edition (S) (AB) 49,143	.21 .21		Flat (I-R) (AP, UP, INS) (5¢, 15¢S, 40¢w-d &S) (Burke, Kuipers & Mahoney, Inc.) Flat	Hammond Pub. Co., Inc. James S. DeLaurier, Pres.-Pub., Exec. Ed.	Rex L. Hidy (eep-e) George T. Ault (me) James Brahos (ce)	Forbes W. Scott (ne) John Whitaker (sp) Evelyn Schaefer (we)	Joseph Hirtz (bm) Donald A. Cornwell (cm)	K. V. Peterson (ad) Louis Reeve (cam)	Kenneth V. Peterson (apm)
HARTFORD CITY 7,253	News-Times (e) 3,730	.05		(I) (UP) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Hartford City News-Times R. W. Monfort, Pub.	R. W. Monfort (e) Nelson C. Townsend (ce)	Howard Parkinson (sp)	R. W. Monfort (gm) Ruby G. Sills (cm)	John W. Monfort (ad)	George W. Wallace (ms)
HUNTINGTON 15,079 15,079-ABC-CZ	Herald-Press (e ex Sat.) (AB) 8,358 Sunday edition (S) (AB) 8,441	.08 .08		Flat (I-R) (UP) (5¢, 5¢S, 30¢w, $1.25mo) (Scheerer & Co.) Flat	Central Newspapers, Inc. Eugene C. Pulliam, Pres.	Howard Houghton (e) George W. Frye (me) Alan D. Schulz (ce)	Robert Hammel (sp) Carol Johnson (we)	James C. Quayle (gm) Richard Briggs (cm)	Howard Houghton Jr. (ad) Mary Kennedy (cam)	E. E. Newton (ms)
	News (e)	.035		Flat (D) (J) (none)	Huntington News, Inc. C. W. H. Bangs, Pres.-Pub.	C. W. H. Bangs (e)		C. W. H. Bangs (bm)	Wayne Myers (ad)	C. E. Bangs (ms)
INDIANAPOLIS 427,173 551,777-ABC-CZ	Star (6) (m) (AB) 199,160 News (e) (AB) 162,343 Combined daily (me) (AB) 361,503 Star (S) (AB) 295,022	.... .85 .65	.... Flat Flat	(I) (AP, INS, UP, NANA) (J) (*S) (5¢, 15¢S, 35¢w-m, 30¢ w-e, 50¢w-m&S) (Kelly-Smith Co.)	Indianapolis Newspapers, Inc. Eugene C. Pulliam, Pres.-Pub.	James G. Campaigne (eep-S) John G. Ackelmire (eep-N) James A. Stuart (e-S) C. Walter McCarty (e-N) Robert P. Early (me-S) E. S Pulliam (me-N) Lowell Parker (ce-S) Clay Trusty (ce-N)	Charles Temple (ne-S) Wendell C. Phillippi (ne-N) Eugene Jepson Cadou, Jr. (sp-S) William F. Fox, Jr. (sp-N) Kathryn E. Pickett (we-S) Thelma Machael (we-N)	William A. Dyer, Jr. (gm) Emil C. Woempner (bm) Raymond E. Houk (cm)	Chas. B. Lord (ad) Paul Grimes (mga) Ernest F. Emmel (ram) Paul C. Schulz (cam)	Golden Leslie Faris (ms) Howard S. Wilcox (pm)
	Times (9) (e) (AB) 97,745 Sunday edition (S) (AB) 98,673	.32 .32		Flat (I) (CDN, IND, UP, SHNA) (5¢d, 10¢S, 40¢w-d&S, $1.80 mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.) Flat	Times Pub. Co. Roy W. Howard, Pres.	Walter Leckrone (e) J. Boyd Stephens (me) T. L. Knap (ce)	Gene Hollingsworth (ne) C. J. Smith (Su) Agnes Ostrom (we)	Henry W. Manz (bm) James T. Scott (cm)	Louis D. Young (ad) Wm. B. Engler (mga) Wm. Over (ram) Herbert E. Walker (cam)	Dean Smith (pm)
JASPER 5,215	Herald (e) 4,496	.06		Flat (D) (INS) (J) (5¢, 25¢ w) (Scheerer & Co.)	Jasper Herald Co., Inc. A. T. Rumbach, Pres.	A. T. Rumbach (e) J. T. Rumbach (me) S. E. Stemle (ce)	Jim Leas (sp) Mildred Smith (we)	J. T. Rumbach (bm) Kenneth Lewis (cm)	Edwin Rumbach (ad)	Walter Mason (ms)
JEFFERSONVILLE 14,685	News (e) 5,483	.06		Flat (D) (AP) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	News & Journal	Jack Bates (e)	Chas. McGregor (sp) Marilynn Bottorff (we)	M. L. Hay (bm) Coen Batman (cm)	R. N. Heid (ad) T. I. Treece (ram)	W. B. Thornley (ms)
KENDALLVILLE 6,119	News-Sun (e) 3,527	.045		Flat (I) (UP) (J) (5¢, 25¢w, $1mo) (Inland Newspaper Representatives, Inc.)	Kendallville Pub. Co., Inc. Mrs. Alice Merica, Pres. R. V. Fischer, Pub.	R. V. Fischer (e-me-ce)	R. V. Fischer (ne) Norman Carter (sp) Lucile Moses (we)	R. V. Fischer (gm-bm) Joseph Gaskill (cm)	Joseph Gaskill (ad-mga-ram-cam)	Joseph Gaskill (pm-apm) Paul Zawadzke (ms)
KOKOMO 38,672 42,688-ABC-CZ	Tribune (e) (AB) 20,522	.12		Flat (I-R) (AP) (7¢, 35¢w) (Allen-Klapp Co.)	The Kokomo Tribune (a partnership) R. H. Blacklidge, Pub.	Dow Richardson (e) Robt. J. Hamp, Jr. (assoc. ed) Geo. E. Weldon (ce)	Robt. Ford (sp) Frieda Haseltine (we)	R. H. Blacklidge (gm) Fred Wilkins (cam)	G. J. Murphy (ad-mga-ram-cam)	Ben Whitacre (comp.) Alva Edwards (Press)
LAFAYETTE-WEST LAFAYETTE 35,568 51,593-ABC-CZ	Journal & Courier (e) (AB) 39,412	.21		Flat (I-R) (AP, UP, INS) (5¢, 30¢w) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, (Pres.) Louis A. Weil, Jr. (Pub.)	Herbert H. Heimlich (eep-e)	George W. Lamb (ne) Gordon H. Graham (sp) Betty C. Faith (we)	James R. Lyon (bm) John T. Hoffman (cm)	C. Walter Nelson (ad) C. Warren Howard (mga) Thomas G. Dowswell (ram) Wallace B. Freyman	
LA PORTE 17,882 20,414 (Spec. U. S. '51 Census) 21,434-ABC-CZ	Herald-Argus (e) (AB) 11,506	.09		Flat (I-R) (UP) (J) (5¢, 30¢ w) (West-Holliday Co., Inc.)	La Porte Ptg. Co. Ralph A. Lindgren, Pres.-Pub.	Charles A. Beal (e) Forbes Julian (eep-me) Bob Topping (ce)	J. McDonald (ne) Don Benn (sp) Mrs. E. W. Gevers (we)	Ralph A. Lindgren (gm) H. S. Badger (bm) M. E. Moyer (cm)	G. E. Moss (ad-mga) Fred Heniser (ram) Mrs. B. Collins (cam)	G. E. Moss (pm-apm) R. H. East (ms)
LEBANON 7,631	Reporter (e) 5,378	.06		Flat (I) (AP) (J) (5¢, 30¢w) (none)	Lebanon Newspapers, Inc. M. O. Pulliam, Pres.	Jack Mossman (e) Stephen A. Spitznagle (ce)	Max Stultz (sp) Jane Cassell (we)	Jack Mossman (gm-bm) Noble A. Knowlton (cm)	James R. Mossman (ad) James R. Mossman (ram) L. B. Slagle (cam)	John Huffman (ms)
LINTON 5,973	Citizen (e ex Sat.) 6,284	.06		Flat (I-D) (UP) (J) (4¢, 20¢ w) (Scheerer & Co.)	Linton Daily Citizen Eskin C. Turner, Pub.	Vance Sappenfield (e-ce) Eskin C. Turner (me)	Vance Sappenfield (ne) Helen Grubbs (we)	Eskin C. Turner (gm-bm) Ira Lunn (cm)	E. C. Turner (mga-ram) Mrs. Thelma Kent (cam)	
LOGANSPORT 21,031 22,648-ABC-CZ	Pharos-Tribune (e) (AB) 12,582 Press (m ex Mon.) (AB) 8,265 Combined daily (me) (AB) 20,847 Press (S) (AB) 9,111 Evening and Sunday (eS) (AB) 21,693	.... .13	.... Flat	(I-D) (UP) (7¢, 35¢w) (R) (AP) (7¢, 10¢S, 35¢w) (Inland Newspaper Representatives, Inc.)	Pharos-Tribune Co. Inc. Press Pub. Co., Inc.	Allen Sauers (ce) Fred Franklin (ce)	John Strey (sp) Mary O'Connor (we) Fred Franklin (su) Harry Rinier (sp) Mary Jo Bardsley (we)	J. M. Druck (gm) George D. Grubbs (bm) John MacDonald (cm)	George D. Grubbs (mga) Walter Newman (ram)	J. M. Druck (pm) Geo. Pollitt (ms)
	NOTE: The Pharos-Tribune and the Logansport Press are editorially separate but are printed in the same plant and share common business and advertising staffs.									
MADISON 10,404 (1954 Sp. U. S. Census)	Courier (e) 5,461	.05		Flat (R) (AP) (5¢, 25¢w, $1.10mo) (Scheerer & Co.)	Madison Courier, Inc. M. E. Garber, Pres.-Pub.	Lloyd G. Neal (me) Earl E. Douglas (ce)	Phil Cole (ne-sp) Pat. C. Oyler (we)	Don Wallis (bm) J. D. Coleman (cm) Don Wallis (com)	Don Wallis (ad) Betty Page (cam)	C. E. Hassfurder (ms)
MARION 30,081 43,225-ABC-CZ	Leader-Tribune (m ex Mon.) (AB) 8,450 Chronicle (e ex Sat.) (AB) 12,656 Combined daily (me) (AB) 21,106 Chronicle-Tribune (S) (AB) 19,989	.... .14 .14	.... Flat Flat	(D) (R) (AP, INS, UP) (5¢, 15¢S, 35¢w-5d&S, 60¢w-m-e&S) (Inland Newspaper Representatives, Inc.)	Chronicle Pub. Co., Inc. Gardner J. Thomas, Pres.	Ed. W. Camp (e) Drysdale Brannon (me-C) Wm. Stanton (me-LT)	Jack Lake (sp-C) Bob Lee (sp-LT.)	Ed. W. Camp (gm) A. Myers (cm)	Harry Young (ad) Ethel Perdiue (cam)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MARTINSVILLE 5,991	Reporter (e) 4,195	.05	Flat	(R) (UP) (INS) (J) (5¢, 25¢w) (Scheerer & Co.)	Reporter Pub. Co. Wilber L. Kendall, Pres.-Pub.	Robt. S. Kendall (eep-e-me) Harriet Cartmel (ce)	Robert St. Clair (sp) Ruth Collier (we)	Gertrude Kendall (bm)	Wm. Barton Cartmel (ad) Blanche McClure (cam)	.....
MICHIGAN CITY 28,395 33,832-ABC-CZ	News-Dispatch (e) ⓔ 13,506	.09	Flat	(I-D) (AP) (ROP-3) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Dispatch Pub. Co., Inc. Mrs. Eugenia H. Honeywell, Pres.	A. W. Spiers Jr., Elwin Greening (e) Jack Howey (ce)	John Gleason (ne) Wm. Redfield (sp) Dorothy Wilhelm (we)	Robert C. Averitt (gm) Herbert Gilmore (cm)	Carl Timm (mga) Jay King (ram) Harold Z. Messner (cam)	George Tedesco (pm) J. H. Nixon (apm) Harlan Bedenkop (ms)
MONTICELLO 3,467	Herald-Journal (e) 3,721	.05	Flat	(R) (UP) (J) (Inland Newspaper Representatives, Inc.)	Monticello Herald Co. D. D. Raper, Pub.	Mabel Overman (e) Robert G. Fisher (me)	Eva Bannon (we)	D. D. Raper (gm)	D. D. Raper (ad)	.....
MOUNT VERNON 6,150	Democrat (e) 3,323	.05	.04	(D) (UP) (J) (5¢, 24¢w, 95¢mo) (Scheerer & Co.)	Mt. Vernon Ind. Democrat, Inc. Edward F. Alles, Pres.-Pub.	Orvan R. Hall (eep-e)	Wm. C. Causey (sp) Ruby Ranes (we)	Edward F. Alles (gm) Ruby Ranes (cm)	Jackson L. Higgins (mga-ram-cam)	F. J. Fessenden (ms)
MUNCIE 58,479 60,833-ABC-CZ	Star (m) ⓔ 28,218	.....	.....	(I-R) (AP, NANA, UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Kelly-Smith Co.)	Muncie Newspapers, Inc. Eugene C. Pulliam, Pres. Willard C. Worcester, Pub.	Eugene C. Pulliam (e) John O. Ferris (me) George Hill (ce)	Ben Koons (ne) John O. Ferris (Su) Robert Barnet (sp) Naomi F. Campbell (we)	Walter A. Letzler (gm) John A. Horton (bm) Kenneth B. Smith (cm)	Walter A. Letzler (ad) Charles Poorman (mga) O. W. Botkin (ram) Thos. E. Skillman (cam)	Homer E. Fisher (ms)
	Press (e) ⓔ 19,593	.....	.....	(I-R) (AP, INS) (5¢, 30¢w) (Kelly-Smith Co.)		Eugene C. Pulliam (e) Leon J. Parkinson (me) John F. Richman (ce)	Herbert Silverburg (ne) William V. Winder (sp) Ruth M. McFadden (we)			
	Combined daily (me) ⓔ 47,811	.25	Flat							
	Star (S) ⓔ 29,653	.19	Flat							
NEW ALBANY 29,346	Tribune (e ex Sat.) 7,343 (m ex Mon.) 874	.....	.....	(I-R) (AP) (5¢, 5¢S, 30¢w, 75¢mo) (Inland Newspaper Representatives, Inc.)	Tribune Co., Inc. Clair McTurnan, Pres.	Kenneth Rinker (ce)	Guy Keller (ne) Wallace Criswell (sp) Maxine Hook (we)	Walter Rogal (gm) Charles Shelton (cm)	Harold W. Whitaker (ad-mga-ram)	Ray Mala (ms)
	Combined edition (me) 8,217	.08	Flat							
	Ledger and Tribune (S) 6,999	.08	Flat							
NEW CASTLE 18,271 23,633-ABC-CZ	Courier-Times (e) ⓔ 10,091	.09	Flat	(I) (AP) (5¢, 30¢w) (Scheerer & Co.)	Courier-Times, Inc. Scott B. Chambers, Pres.-Pub.	Scott B. Chambers (eep-e) Tom Green (me) Ed Ogborne (ce)	Tom Green (ne) Ken Ford (sp) Louise Edwards (we)	Scott B. Chambers (gm) Walter S. Chambers, (bm) Gilford Eden (cm)	William Bailey (ad-ram) W. S. Chambers (mga) Helen Beam (cam)	W. S. Chambers (pm) Raymond McConnell (ms)
NOBLESVILLE 6,567	Ledger (e) ⓔ 5,452	.05	Flat	(R) (INS) (J) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	Noblesville Daily Ledger, Inc. Ralph B. Neal, Pres. Charles S. Neal, Pub.	James T. Neal (eep-e-ce) Merritt Murphy (me)	Merritt Murphy (ne) Keith Wellman (sp) Mary Fincher (we)	Chas. S. Neal (gm) Ralph B. Neal (bm) John R. Neal (cm)	John R. Neal (ad-mga-ram-cam)	John R. Neal (pm-apm)
PERU 13,308 15,136-ABC-CZ	Tribune (e) ⓔ 8,667	.08	Flat	(I-D) (UP) (10¢, 35¢w) (Nixon Newspapers, Inc.)	Tribune Pub. Co., Inc. J. H. Nixon, Pres. Mrs. M. C. Honeywell, Pub.	Bill L. Jackson (e)	B. Jackson (ne) M. Kreutzer (we)	John R. Nixon (gm) C. Lawrence (cm)	C. Rody (mga) Ira Murray (ram)	A. Schmidt (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

FIGURES WORTH LOOKING AT!

Good healthy figures always command a second look. That's why it will pay you to look again at South Bend, Indiana. This Indiana market is second only to Indianapolis —right down the line—second in population, buying power, and five sales classifications. It is also one of America's best test markets. And it is saturated by only one newspaper, The South Bend Tribune. Write for your free copy of market data book, "Test Town, U. S. A."

The South Bend Tribune

The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Franklin D. Schurz — *Editor and Publisher*

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PLYMOUTH 6,704	Pilot-News (e) 6,784	.08		Flat (I-R) (UP) (5¢, 30¢w) (Scheerer & Co.)	Pilot Co. S. E. Boys, Pres.	S. E. Boys (e) Don R. J. Cramer (me)	Bill Bellamy (sp) Ruth Early (we)	S. E. Boys (gm) A. R. Boys (bm) R. E. Long (cm)	A. R. Boys (mga) F. E. Schultz (ram)	F. E. Schultz (apm)
PORTLAND 7,064	Commercial-Review (e) 5,069	.07		Flat (UP) (J) (†) (5¢, 25¢w) (Scheerer & Co.)	Independence Foundation, Inc. Sherwood C. Ide, Sr., Pub.	Rus Figert (e)	Rus Figert (ne) James Duffy (sp) Lucille Gelsleicher (we)	E. W. Porter (gm)	E. W. Porter (mga) Chester Yount (ram)	Lewis Mitchell (ms)
PRINCETON 7,673 7,673-ABC-CZ	Clarion News (e) 2,773 Sunday edition (S) 2,773 Democrat (e) 2,468 Sunday edition (S) 2,466 Combined daily (e) 5,241 Combined Sunday (S) 5,239	.06 .06	Flat Flat	(R) (D) (UP) (5¢, 5¢S, 30¢w, $1.20mo) (Bogner & Martin)	Princeton Pub. Co., Inc. Vera M. Scheerer, Pres.-Pub.	Roy E. Owens (eep-me-D) Ernest Miskell (eep-CN)	Roy E. Owens (Su) Ernest Miskell (sp) Mabel Michel (we)	V. E. Faust (gm-bm) Ernest Miskell (cm)	V. E. Faust (ad)	V. E. Faust (pm) Noble Roberson (ms)
RENSSELAER 4,074	Republican (e) 3,358	.05		Flat (R) (INS) (J) (5¢, 25¢w, $1mo) (none)	Rensselaer Pub. Co., Inc. K. B. Robinson, Pres.	H. B. Clark (e-me)		K. B. Robinson (gm-bm)	K. B. Robinson (ad)	
RICHMOND 39,539 43,822-ABC-CZ	Palladium-Item (e ex Sat.) 27,742 Sunday edition (S) 28,025	.16 .16		Flat (R) (AP, INS) (5¢, 5¢S, 35¢w) (Ward-Griffith Co., Inc.) Flat	Palladium Pub. Corp. R. G. Leeds, Pres. Co-Pub. E. H. Harris, Co-Pub.	R. G. Leeds and L. M. Feeger (eep-e) Marvin H. Pickett (me)	E. Kaeuper and J. Reis (ne)	R. G. Leeds (gm) L. M. Feeger (bm) W. W. Taggart (cm)	Robert R. Reid (mga-ram) Howard Hammer (cam)	E. H. Harris (pm)
ROCHESTER 4,673	News-Sentinel (e) 3,979	.06		Flat (D) (INS) (J) (5¢, 25¢w) (Scheerer & Co.)	Barnhart-Van Trump Co. Hugh A. Barnhart, Pres.-Pub.	Jack K. Overmyer (e) Howard Archer (ce)	Rex Broome (sp) Virginia Michael (we)	Hugh A. Barnhart (gm) Richard Chase (cm)	Russel Parker (ad) Ruth Fiedler (cam)	Harry Jilbert (ms)
RUSHVILLE 6,761	Telegram (m) 1,187 Republican (e) 3,562 Combined daily (me) 4,749	.06	Flat	(D) (R) (AP) (J) (5¢, 30¢w) (Scheerer & Co.)	Republican Co., Inc. Louis C. Hiner, Pres. A. Hartwell Coons, Pub.	Louis C. Hiner (eep-me-e) Ira McIlwaine (ce)	Louis Hiner (ne) Richard Hiner (sp) Eugene Sefton (we)	A. Hartwell Coons (gm-bm) Forrest Eaton (cm)	Robert D. Crawley (ad-mga-ram) Lucile Adams (cam)	Robert D. Crawley (pm-apm) A. Hartwell Coons (ms)
SEYMOUR 9,629 10,777-ABC-CZ	Tribune (e) 5,401	.055		Flat (I-R) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Seymour Tribune Co., Inc. R. E. Harris, Pres. John H. Conner, Pub.	John H. Conner (eep-e-me) Charles R. Brown (ce)	Charles R. Brown (ne) Sarah Long (we) John MacLeod (sp)	John H. Conner (gm) Thomas W. Conner (bm) Lawrence Croucher (cm)	V. H. Wiseman (ad-mga-ram)	T. W. Conner (pm) V. H. Wiseman (apm) Martin Plump (ms)
SHELBYVILLE 11,734 11,734-ABC-CZ	News (e) 7,829	.08		Flat (I) (UP) (5¢, 30¢w) (Scheerer & Co.)	Shelbyville Newspapers, Inc. John C. DePres, Pub.-Pres.	John D. Scott (eep-e) G. W. Holtel (ce)	Stanley Koester (sp) Avonelle Lewis (we)	Norman L. Thurston (gm) Fred L. Jones (cm)	John Banawitz (ad) Wayne Banker (mga) Marie Perkins (cam)	Lawrence Parker (ms)
SOUTH BEND 115,911 172,834-ABC-CZ	Tribune (e) 108,781 Sunday edition (S) 111,558	.28 .28		Flat (I-R) (AP, UP, INS) (5¢, 15¢S, 35¢w) Flat (Story, Brooks & Finley, Inc.)	South Bend Tribune Pub. Co. Franklin D. Schurz, Pub.	Franklin D. Schurz (e) Gerald E. Cosgrove Paul E. Neville (me) John F. Carroll (ce)	William O. Saltzman (ne) Joseph A. Doyle (sp) Elizabeth Anderson (we)	Franklin D. Schurz, (gm) Neil C. Snyder (cm)	Dean J. Wilhelm (ad) E. J. Meehan (mga) Walter H. Housman (ram) Harold M. Hatfield (cam)	Clarence W. Harding (pm)
SPENCER 2,394	World (e ex Sat.) 2,800	.05		Flat (D) (INS) (J) (5¢, 20¢w) (Scheerer & Co.)	Spencer Evening World T. Perry Wesley, Pub.	T. Perry Wesley (e)		Aline P. Wesley (bm)		
SULLIVAN 5,423	Times (e ex Sat.) 4,537	.045		Flat (D) (UP) (J) (5¢) (Theis & Simpson Co., Inc.)	Daily Times Pub. Co. Eleanor P. Jamison (e)	Eleanor P. Jamison (e)		Eleanor P. Jamison (gm) Leola E. Jones (bm)	Dorothy L. Hawkins (ad)	William Boles (ms)
TERRE HAUTE 64,214 80,913-ABC-CZ	Star (m) 28,143 Tribune (e) 30,269 Combined daily (me) 58,412 Tribune and Star (S) 46,700 Evening and Sunday (eS) 76,969 Morning and Sunday (mS) 74,843	.23 .18 .26 .26	Flat Flat Flat Flat	(R) (D) d, 15¢S, 30¢w-m or e City, 45¢w-m or e&S, 25¢w-m or e, 40¢w-m or e&S outside of City) (E. A. Faulkner & Associates)	Tribune-Star Pub. Co., Inc. F. B. Ijams, Pres.	James Benham (eep-me-Star) Wm. F. Cronin (eep-me-T) Marcee Cox (ce-T) Lamont Grant (ce-Star)	Lawrence Sawyer (ne-Star) Ned Bush (ne-T) Marcee Cox (Su) Forest Garderwine (sp-Star) Robert Nesbit (sp-T) Frances Hughes (we-Star) Mary Grimes (we-T)	Louis F. Keifer (gm) Paul Hanrahan (cir. dir.)	Frank Shannon (ad) Wood Gageby (mga) Chas. A. Cook (ram) Margaret Wiggs (cam)	Wood Gageby (apm)
TIPTON 5,633	Tribune (e) 3,565	.045		Flat (I) (INS) (J) (5¢, 25¢w) (none)	Tribune Pub. Co. C. L. O'Banion, Pres.-Pub.	Kathleen O'Banion (eep-e) R. D. Maney (me) Wm. Roberts (ce)	Kathleen O'Banion (ne) Rosemary Beck (we)	R. D. Maney (gm-bm-cm)	R. D. Maney (ad-mga) Jean Francis (ram) Evelyn Planalp (cam)	R. D. Maney (pm-apm) Virgil Snyder (ms)
UNION CITY 3,572 (in Indiana) 1,622 (in Ohio) (One Post Office)	Times-Gazette (e) 2,546	.10*		Flat (D) (INS) (J) (5¢, 25¢w) (Scheerer & Co.)	Gazette Pub. Co., Inc. Russell E. Wise, Pres.			James J. Patchell (gm)	James J. Patchell (ad)	
	*Rate includes insertion in weekly Winchester News or weekly Winchester Journal Herald.									
VALPARAISO 12,028	Vidette-Messenger (e) 6,692	.07		Flat (I-R) (UP) (5¢, 30¢w) (Scheerer & Co.)	Vidette-Messenger Co. Mrs. L. M. Whipple, Pres.	Herbert Steinbach (me) Karl Henrick (ce)	Karl Henricks (sp) Irene Bosstick (we)	Avery B. Weaver (gm) Vincent Anderson (cm)	Avery B. Weaver (mga) Robert L. Bibler (ram) Louise Tilton (cam)	John Allett (ms)
VINCENNES 18,831 19,727-ABC-CZ	Sun Commercial (e ex Sat.) 13,242 Sunday edition (S) 13,793	.10 .10		Flat (D) (AP, INS) (5¢, 5¢S, 30¢w) (Scheerer & Co.) Flat	Central Newspapers, Inc. Eugene C. Pulliam, Pres.	Ross H. Garrigus (e)	George F. Byers (sp) Adeline McElfresh (we)	Howard N. Greenlee (gm) Louis H. Mize (cm)	Norman L. Wernet (ad) Howard N. Greenlee (mga) Kenneth Collard (cam)	Jack Mickler (ms)
WABASH 10,621 10,722-ABC-CZ	Plain Dealer & Times-Star (e) 6,947	.07		Flat (I-R) (UP) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Plain Dealer Co., Inc. J. H. Nixon, Pres.	Merritt W. Sills (e) Marjorie Schlemmer (ce)	George Thomas (sp) Eva Clupper (we)	W. P. Rohrer (gm) Elizabeth L. James (bm) Robert B. King (cm)	Eliz. L. James (mga) Glen G. Buffington (ram) Betty Rowan (cam)	Rex Lutz (apm) J. E. Ferrier (ms)
WARSAW 6,625 7,991-ABC-CZ	Times-Union (e) 7,995	.085		Flat (I-R) (UP) (5¢, 35¢w) (none)	Reub Williams & Sons, Inc. R. B. Williams, Pres.-Pub.	Robert McGlynn (eep-e)	Curtis Garber (sp) Virginia Luck (we)	Reub Williams (gm) William K. Mollenhour (bm) Jack Knisley (cm) Ethel Gove (com)	Wm. Mollenhour (ad) Jack Essenburg (mga)	Ronald Sharp (pm) Marion Bryer (ms)
WASHINGTON 10,987 10,987-ABC-CZ	Herald (e) 4,964	.05		Flat (I-R) (AP) (J) (5¢, 25¢w, $1mo) (Inland Newspaper Representatives, Inc.)	Mrs. P. R. Bausman, d.b.a. Washington Herald Mrs. P. R. Bausman, Pub.	Don Ellis (e-me) Ronald Arvin (ce) David A. Draper (eep)	Donald Ellis (ne) Ronald Arvin (sp) Mrs. Eileen Hatfield (we)	David A. Draper (gm) John L. Horrall (cm)	Louis A. Kiefer (mga) Joan Arnold (cam) Morris Tolbert (ram)	Walter Raymann (ms) David A. Draper (pm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WASHINGTON —Continued	Times (e) 4,462	.05	Flat	(D) (INS) (J) (5¢, 25¢w) (Scheerer & Co.)	Boyd & Backes, Partnership	John Backes (eep) Glen Durnil (ce)	Glen Durnil (ne-sp) Polly Boyd (we)	John Backes (gm) Charles McPherron (cm)	Richard Backes (ad) Henry Gill (ram) John Backes (mgr) Ray Baker (cam)	Gibbon Essig (ms) Richard Backes (apm)

IOWA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMES 22,898 22,898-ABC-CZ	Tribune (e) 5,856	.06	Flat	(I-R) (UP) (5¢, 30¢w) (Arthur H. Hagg & Associates, Inc. and Iowa Daily Press Association)	Ames Daily Tribune-Times Co. W. S. Rupe, Pub.	Howard Lindquist (me)	Win Watson (sp) Mary Schlott (we)	Hollis J. Nordyke (bm) Virgil McKee (cm)	Hollis J. Nordyke (ad) Wayne Paul (ram) Mildred Rouze (cam)	Walter T. Farley (ms)
ATLANTIC 6,480	News-Telegraph (e) 6,531	.06	Flat	(I-R) (AP) (5¢, 80¢mo) (Iowa Daily Press Association)	News-Telegraph Pub. Corp. F. D. Simpson, Pres.-Pub.	F. D. Simpson (eep-e-me) Walter Tracy (ce)	Walter Tracy (ne-sp-we)	F. D. Simpson (gm) Lydia R. Otto (bm) Lou Heath (cm)	Lydia R. Otto (ad-mga-ram)	F. D. Simpson (pm-apm) Sam Gibson (ms)
BOONE 12,164 12,164-ABC-CZ	News-Republican (e) 6,058	.06	Flat	(R) (UP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Mary Goldthwaite Garvey & H. A. Garvey, Co.-Pubs.	Mrs. H. A. Garvey (eep-e) Harlan Weeks (me)	Mrs. L. M. Hines (we)	R. P. Brown (cm)	Don Wilson (ram) Ken Burke (cam) R. H. Capps (mga)	Geo. V. Gibson (ms)
BURLINGTON 30,613 32,227-ABC-CZ	Hawk-Eye Gazette (e) 20,256	.12	Flat	(I) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	The Burlington Hawk-Eye Co. S. F. Harris, Pres. Clarence W. Moody, Pub.	C. W. Moody (eep-e) C. W. McLaury (me) Robert Bruegger (ce)	Loy L. Edge (sp) Willa Romkey (we)	C. W. Moody (gm) John B. Bishop (bm) Leroy Pelca (cm) James Drake (com)	Frank Hill (ad-ram) Alfred Schaefer (cam)	John B. Bishop (pm) Frank Hill (apm) John Gillmartin (ms)
CARROLL 6,231 6,231-ABC-CZ	Times-Herald (e) 5,213	.07	Flat	(R) (AP) (J) (5¢, 30¢w) (Arthur Hagg & Associates, Inc., and Iowa Daily Press Association)	Herald Pub. Co., Inc. James W. Wilson, Pres.-Pub.	James W. Wilson (e) W. L. Reitz (me) Howard Brantz (ce)	W. L. Reitz (ne) Howard Brantz (sp) Harriet Anderson (we)	James W. Wilson (gm) Howard B. Wilson (bm) D. Patrick (cm)	James W. Wilson (ad) H. B. Wilson (mga) Martin Maher (ram)	J. E. Krause (ms)
CEDAR FALLS 14,334	Record (e) 3,152	.045	Flat	(R) (J) (5¢, 25¢w) (Iowa Daily Press Association)	Record, Inc. Wm. V. Anthony, Pres.-Pub.	A. B. Turnbull (eep-e) Wm. V. Anthony (me)	A. B. Turnbull (ne) John Halbert (sp) Alice Myers (we)	Ruby Hourom (off-mgr) John Halbert (cm)	Merrill Hach (ad) Cora Blaker (cam)	Erlis Lemley (ms)
CEDAR RAPIDS 72,296 78,212-ABC-CZ	Gazette (e ex Sat.) 59,682 Saturday edition (Sat.) 47,228 Sunday edition (S) 59,809	.25 .25 .25	Flat Flat Flat	(I) (AP, UP, INS) (5¢, 10¢S, 40¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	The Gazette Co. J. N. Faulkes, Pres.-Pub. J. F. Hladky, Jr. Co-Pub.	Harry E. Boyd (eep-e) E. C. Hoyt (me) Jack Illian (ce)	John Reynolds (Su) Gus Schrader (sp) Frances Nesheim (we)	J. N. Faulkes (gm) L. J. Nilles (bm) J. B. Birks (cm) L. S. Wright (com)	Chas. H. Moore (ad) John Callender (mga) Frank Ford (cam)	J. F. Hladky, Jr. (pm) C. H. Moore (apm) James Cowden (ms)
CENTERVILLE 7,625 7,625-ABC-CZ	Iowegian & Citizen (e) 5,326	.065	Flat	(R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Iowegian Ptg. Co. J. M. Beck, Pub.	R. K. Beck (e) C. B. DePuy (me-ce)	Lloyd Finks (ne-sp) Bea Dunham (we)	R. K. Beck (gm) C. E. Triebswetter (cm)	William Hayes (mga) Max Hiatt (cam)	Oscar Hobart (ms)
CHARLES CITY 10,309 10,309-ABC-CZ	Press (e) 4,786	.06	Flat	(R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Charles City Press Pub. Co., Inc. W. S. Rupe, Pres. Paul R. Bumbarger, Pub.	Paul R. Bumbarger (eep-me) Dwight Hicks (ce)	James Abarr (ne) Glenn Ortmayer (sp) Phyllis Allison (we)	Glenn Ortmayer (cm)	Richard Rosga (ad) Wayne Miller (cam)	Lorenz Gooders (ms)
CHEROKEE 7,705	Times & Chief (e) 3,108	.065*	Flat	(I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	Times Pub. Co. Dwight Clark, Pres.-Pub.	D. R. Clark (eep-me) Frank Buckingham (e-ce)	Frank Buckingham (ne-sp) Ellen Reeser (we)	D. R. Clark (gm-bm) Irving Begler (cm)	Cecil Lash (ad-ram) Dwight Clark (mga) Miss Eileen Lenz (cam)	Dwight R. Clark (pm-apm) Marion Butler (ms)
	*.10 in combination with weekly Courier, circulation 4,933.									
CLINTON 30,379 30,379-ABC-CZ	Herald (e) 22,381	.12	Flat	(I) (AP) (5¢, 30¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	Clinton-Herald Co. C. Y. Hancock, Pres.-Pub. John H. Notman Co., Pub.	E. A. Streit (eep-e-me)	.....	R. J. Schuster (bm) A. E. Meyer (cm)	D. A. Lundgren (ad) Mrs. Annetta Miller (cam)	.....
COUNCIL BLUFFS 45,429 46,197-ABC-CZ	Nonpareil (e ex Sat.) 19,739 Saturday edition (Sat.) 15,569 Sunday edition (S) 20,294	.13 .13 .13		(I-R) (AP, NYHT) (5¢, 12¢S, 40¢w-e&S) ($1.65mo) (Arthur H. Hagg & Associates and Iowa Daily Press Association)	New Nonpareil Co. Robert R. O'Brien, Pres.-Pub.	A. M. Piper (eep) Harry Mauck, Jr. (me) Frank Lane (ce)	Fred Hawks (sp) Margaret Tinley (we)	Ora L. Taylor (gm-bm) John O'Brien (cm)	Jack O'Brien (ad-mga-ram) Glen Gohlinghorst (cam)	Robert H. O'Brien (pm-apm) Robert Fisher (ms)
CRESTON 8,317	News-Advertiser (e) 5,753	.06	Flat	(I-R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Creston Pub. Co. Mrs. Mabel S. Shaw, Pres. E. J. Van Nostrand, Pub.	E. J. Van Nostrand (eep) C. L. Kelly (me)	C. L. Kelly (ne) Max Sandeman (sp) Ione T. Hoyt (we)	E. J. Van Nostrand (gm) Alma B. Johnson (bm) Carl H. Gill (cm)	Fletcher M. Miller (ad-mga-ram) Alma B. Johnson (cam)	Ralph S. Griffin (ms)
DAVENPORT 74,549 185,875-ABC-CZ	Democrat (m ex Mon.) 17,469 Times (e) 29,340 Combined edition (me) 46,809 Democrat-Times (S) 37,386	.... .24 .28*	.... Flat Flat	(I-R) (AP) (5¢, 10¢S, 35¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Davenport Newspapers, Inc. Lee P. Loomis, Pres. Henry B. Hook, Pub.-D P. D. Adler, Pub.-T	M. A. Fulton (e-T) Wm. Ceperley (me-D) Rex J. Ballard (ce-T) Robt. L. Feeney (eep-D) Fred C. Bills (exec. e-T) Darrell Doyle (ce-D)	Forrest Kilmer (ne-D) Wm. Wundram (Su-D) John O'Donnell (sp-D) J. Jurgens (sp-T) Elizabeth True (we-T-D)	D. Gottlieb (bm-D-T) Ed Mill (cm-D-T)	D. Gottlieb (ad-D-T) D. Feeney (mga-D-T) J. Keith Hunter (ram-D-T) J. Klouda (cam-D-T)	W. Powers (pm-apm-D-T) R. Devine (ms-D-T)
	*Includes insertion in Times Saturday preceding or Monday following.									
DES MOINES 177,965 212,792-ABC-CZ	Register (4) (m) 224,930 Tribune (e) 140,540 Combined daily (me) 365,470 Register (S) 521,152 Evening and Sunday (eS) 661,692 Morning and Sunday (mS) 746,082	.... .90 1.10 1.60 1.70	.... Flat Flat Flat Flat	(I) (AP, UP, CDN, NYT) (*S) (J) (5¢m, 5¢e, 20¢S, 30¢w-e, 30¢w-m, 60¢w-m&e, 75¢w-m, e&S) (Scolaro, Meeker & Scott and Doyle & Hawley) (Pacific Coast)	The Register and Tribune Company Gardner Cowles, Pres. Luther L. Hill, Pub.	L. K. Soth (eep) Kenneth MacDonald (e) Frank Eyerly (me) Doyl Taylor (ce-T) John Zug (ce-R)	Ray Wright (ne-R) Parker Mize (ne-T) G. W. (Sec) Taylor (sp) Vivian Kubec (we)	Arthur T. Gormley (bm) E. P. Schwartz (cm) Carl T. Koester (com)	Charles J. Feldmann (ad) Lou Rich (mga) Richard C. Lee (ram) B. M. Brown (cam)	David Kruidenier, Jr. (Dir. promotion & research) Henry Kroeger (rd) B. E. Stolpe (pm) Wm. G. Dorriss (ms)
DUBUQUE 51,223 51,368-ABC-CZ	Telegraph-Herald (e ex Sat.) 39,193 Sunday edition (S) 39,636	.18 .18	Flat Flat	(I) (AP, UP) (J) (5¢, 10¢S, 35¢w-d&S, $1.50mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Telegraph-Herald F. W. Woodward, Pres.-Pub.	H. C. Slichter (eep-e-me) Carl Ochs (ce)	Al Link (ne) Bill O'Neill (sp) Marian Voigt (we)	F. R. Woodward (gm) M. R. Kane (bm) Wm. J. Arndt (cm)	Ralph Kling (mga) Mildred E. Robinson (cam)	Clarence Porter (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ESTHERVILLE 6,719	News (e) 3,586	.05	Flat (I) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc., and Iowa Press Association)	Estherville Daily News Deemer Lee, Pub.	Deemer Lee (eep-e) Hoyt Luithly (me)	Hoyt Luithly (sp) Alice Higinbotham (we)	Deemer Lee (gm) Frank M. Deemer (cm)	Robert N. Lee (ad)	Robert N. Lee (pm) A. J. McDonald (ms)
FAIRFIELD 7,299	Ledger (e) 4,725	.06	Flat (R) (UP) (5¢, 30¢w) (Iowa Daily Press Association)	Fairfield Daily Ledger Walter E. Williams, Pub.	Dean Gabbert (me) William R. Baker (ce)	Van Garrison (sp) Mrs. Irene Garrison (we)	Robert Riggs (cm)	James J. McGiffin (ad-mga) Ben J. Taylor (ram) Cleo Bowermaster (cam)	James J. McGiffin (pm) Dale Simmons (ms)
FORT DODGE 25,115 25,115-ABC-CZ	Messenger & Chronicle (e) ⓒ 19,104	.11	Flat (I-R) (AP) (J) (5¢, 30¢w, $1.30mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Messenger Ptg. Co. H. V. Roberts, Pres.	Walter B. Stevens (me)		W. S. Merryman (gm) R. M. Merryman (bm-cm)	C. E. Bailey (mga)	
FORT MADISON 14,954	Democrat (e) 6,243	.06	Flat (I) (UP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	The Democrat Co., Inc. W. J. McGriffin, Pres. W. T. Mershon, Pub.	Richard Mershon (ce) Dick Fleskenstein (ce)	Chester Brown (sp) Nada Pollpeter (we)	W. T. Mershon (gm) Wm. Jacobsmeier (cm)	W. T. Mershon (mga) W. E. Gerdes (ram) Helen Kimbrell (cam)	W. T. Mershon (pm) Wm. Timmermeyer (ms)
IOWA CITY 27,212 27,212-ABC-CZ	Iowan (University of Iowa) (m ex Mon.) ⓒ 2,980	.06	Flat (I) (AP) (5¢, 25¢w) (National Advertising Service, Inc.)	Student Publications, Inc. Leslie G. Moeller, Pres. Fred M. Pownall, Pub.	Gene Ingle (eep-e) Richard Soloway (me) Drake Mabry (ce)	Ira Kapenstein (ne) Arlo Jacobson (sp) Jan Papke (we)	Fred M. Pownall (gm) John Kottman (bm) Robert Cronk (cm)	Max Wales (ad) John Kottman (mga)	John Kottman (apm) Arthur Schmeichel (ms)
	Press-Citizen (e) ⓒ 11,102	.09	Flat (I) (AP) (5¢, 35¢w) (West-Holliday Co., Inc. and Iowa Daily Press Association)	Press-Citizen Co., Inc. Merritt C. Speidel, Pres. W. T. Hageboeck, Pub.	Edwin B. Green (eep-me) Wm. L. Eginton (ce)	Ben Stearns (ne) Al Grady (sp) Dorothy Pownall (we)	W. T. Hageboeck (gm) E. J. Liechty (cm)	Kenneth E. Greene (ad-mga)	Guy J. Chappell (ms)
KEOKUK 16,144 16,144-ABC-CZ	Gate City (e) ⓒ 9,586	.08	Flat (I-R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	The Gate City Co. Dale E. Carrell, Pres.-Pub. Dale E. Carrell, Jr. Asst. Pub.	Dale E. Carrell (eep-e) Douglas Lamont (mece)	Douglas Lamont (ne) Stan Lipczynski (sp) Mary Baker (we)	Dale E. Carrell (gm) C. C. Carrell (bm) Freeman Rosencrans (cm)	F. J. Helenthal (ad-ram) Dick Finerty (mga) Delores Slusher (cam)	Dale E. Carrell, Jr. (pm) Ross Bunch (ms)
MARSHALLTOWN 19,821 20,405-ABC-CZ	Times-Republican (e) ⓒ 12,778	.10	Flat (I-R) (AP) (5¢, 35¢w) (Iowa Daily Press Association)	Times-Republican Ptg. Co. John W. Norris, Pres. Paul G. Norris, Jr., Pub.	Hallet Abend (eep) Paul G. Norris, Jr. (e) R. M. Buckley (me) Wendell Benson (ce)	Warren Robeson (sp) Esther Saum (we)	Paul G. Norris, Jr. (gm) Glenn G. Fields (cm)	John N. Garwood (ad) Gerald McKinney (mga) K. D. Melcher, Jr. (cam)	Karl D. Melcher (apm) Leo B. Sullivan (ms)
MASON CITY 27,980 33,767-ABC-CZ	Globe-Gazette (e) ⓒ 24,497	.125	Flat (I-R) (AP, UP) (7¢, 35¢w, $1.52mo) (Jann & Kelley, Inc., Northwest Daily Press Association and Iowa Daily Press Association)	Globe-Gazette Pub. Co. Lee P. Loomis, Pres.-Pub.	W. Earl Hall (me) Enoc Norem (asso. ed) Thor Jensen (ce)	James Van Heel (sp) Eleanor McLaughlin (we)	Lee P. Loomis (gm) I. W. Hillstrom (cm)	Maude Stackhouse (mga) Lloyd L. Geer (ram) Mrs. Edward Jones (cam)	Maude Stackhouse (pm)

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Source . . . Sales Management, SRDS Consumer Markets, 1950 Census

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MISSOURI VALLEY 3,546	Times (e ex Sat.) 2,178	.04*		Flat (I) (AP) (†) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Times Printing Co. Willard M. S. Dale and Chester B. Crouch, Pubs.	Warren E. Chamberlain (e)	Jack Peterson (sp)			
*.06 in combination with weekly Harrison County News (Friday).										
MOUNT PLEASANT 5,843	News (e) 3,292	.045		Flat (R) (INS) (J) (5¢, 30¢w, $1mo) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	The Mt. Pleasant News L. K. & C. S. Rogers, Pubs.	A. M. Patterson (e)	James Rose (sp) Mrs. Pearl Cochran (we)	W. K. Rogers (bm) Cecil Ross (cm)	P. C. Desenberg (mga)	
MUSCATINE 19,041 19,577-ABC-CZ	Journal (e) 9,725	.08		Flat (I) (AP) (5¢, 30¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Journal Ptg. Co. Lee P. Loomis, Pres. C. Lloyd Bunker, Pub.	Walter Russell (eep-me) Cora Stohr (ce)	Ron Arnold (sp) Doris Frack (we)	C. Lloyd Bunker (bm) Robert Bauer (cm)	Margaret Griffith (mga) Carl Walter (ram) Della Miller (cam)	
NEVADA 3,763	Journal (e) 3,780	.055		Flat (I-R) (AP) (J) (5¢, 30¢w) ($1.15mo) (Iowa Daily Press Association)	Nevada Evening Journal, Inc. D. V. Hall, Publisher Dean Carey, Pres.	Nelle McNichols (e-ce) Glenn Fairall (me)	Glenn Fairall (ne-sp) Nelle McNichols (we)	D. V. Hall (gm)	Donald Lawlor (ad) D. V. Hall (mga)	
NEWTON 11,723 11,723-ABC-CZ	News (e) 6,965	.07		Flat (R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	News Ptg. Co. Mrs. Mabel S. Shaw, Pres. L. O. Brewer, Pub.	L. O. Brewer (eep-e) Robert F. Kelley (me) Richard Lyons (ce)	Edward Peck (sp) Edith Mooar (we)	L. O. Brewer (gm) E. K. Shaw (bm) Wayne E. Hesson (cm)	V. C. Olsen (ad-mga-ram) Larry Stubbe (cam)	E. K. Shaw (pm)
OELWEIN 7,858 7,858-ABC-CZ	Register (e) 4,689	.06		Flat (R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Register Pub. Co., Inc. L. A. Warren, Pres.-Pub.	L. A. Warren (eep-e) Ernie Eschboch (me) Fay Iverson (ce)	Louie Cadieux (sp) Kaye Russo (we)	M. H. Nicol (bm-cm)	Don Johannsen (ad-mga) Doris Gorman (cam)	C. L. Oshel (ms)
OSKALOOSA 11,124 11,124-ABC-CZ	Herald (e) 7,830	.08		Flat (R) (UP) (J) (7¢, 30¢w) (Iowa Daily Press Association)	Herald Publishing Co. A. K. Walling, Pub.	DeWayne Foehlinger (ce)	Irene Moore (ne) Bruce Mathew (sp) Joan Spangler (we)	A. K. Walling (gm-bm) Bernard Crew (cm)	Art Goshorn (ad-mga-ram) Bill Kentfield (cam)	C. L. Walling (pm) Dale Marshall (ms)
OTTUMWA 33,631 33,631-ABC-CZ	Courier (e) 18,461	.11		Flat (R) (AP) (6¢, 35¢w, $1.52mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Courier Ptg. Co. Lee P. Loomis, Pres. John Huston, Pub.	C. S. Johnston (eep-me) Al Efner (e-ce)	Al Efner (ne) Emmett Mowery (sp) Jeannette Stein (we)	John Huston (gm) Ira F. Downing (bm) Frank Hyatt, Jr. (cm)	John Huston (mga) Matt L. Lawrence (ram) Lillian Orr (cam)	Matt Lawrence (pm-apm) Earl Blanchard (ms)
PERRY 4,019	Chief (e) 4,019	.06		Flat (I-R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Chief Ptg. Co. G. E. Whitehead, Pres.-Pub.	G. E. Whitehead (eep) William Monaghan (me-ce)	Harold Bailey (sp) Bonnie Brown (we)	M. E. Dake (bm) M. Nelson (cm)	M. E. Dake (ad-mga) Don McDevitt (ram) Harold Bailey (cam)	

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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SHENANDOAH 6,938	Sentinel (e) 3,930	.06		Flat (R) (UP) (5¢, 30¢w) Iowa Daily Press Assn.)	Sentinel Pub. Co. W. D. Archie, Pres.-Pub.	R. K. Tindall (me-ce)			Harry Zickefoose (ad)	
SIOUX CITY 83,991 90,639-ABC-CZ	Journal (m) (ABC) 58,302 Journal-Tribune (e) (ABC) 22,025 Combined daily (me) (ABC) 80,327 Journal (S) (ABC) 63,973	.... .28 .24	.... Flat Flat	(I) (AP) (5¢, 10¢ rural 15¢ city 25¢w) (Jann & Kelley, Inc., Iowa Daily Press Assn. and Northwest Daily Press Assn.)	Journal-Tribune Pub. Co. W. R. Perkins, Pres.-Pub.	Erwin Sias (eep) Willis Forbes (me)	Harry K. Whitted (day ne) M. E. Burnette (night ne) A. K. Stock (Su) Alex Stoddard (sp) Editha Webster (we)	W. R. Perkins (gm-bm) Orien E. McDaniel, (cm)	Walter Sotherland (ad) Clyde Van Dyke (ram) Thomas Nissen (cam)	Dave Dryden (ms)
SPENCER 7,446	Reporter (e) 6,227* Sunday edition (S) 6,931*	.065 .08	Flat Flat	(I) (UP) (J) (5¢, 25¢w) (Perry A. Allen, Northwest Daily Press Assn. and Iowa Daily Press Assn.)	Spencer Pub. Co. George H. Williams, Pres. R. R. Jackson, V.-P.	Jim Campbell (eep-e-me) Ken Brown (ce)	Robert Hentges (sp) Mrs. Agnes Graham (we)	Al Spray (cm)	J. D. White (ad) Rose Olson (cam)	James Johnson (ms)
	*Sworn March 31, 1954.									
VINTON 4,307	Cedar Valley Times (e) 4.376	.05	Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Iowa Daily Press Association)	Kruse Pub. Co.	M. P. Kruse (eep-e)	Richard Woods (ne-sp-we)	Frank B. Kruse (bm) Bernita Flickinger (cm)	John N. Drilling (mga) Bernita Flickinger (cam)	Frank B. Kruse (apm) F. R. Mossman (ms)
WASHINGTON 5,902 5,902-ABC-CZ	Journal (e) (ABC) 4,147	.06	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Elder, Shannon & Co. R. E. Shannon, Pres.-Pub.	R. E. Shannon (eep) Bruce C. Cowden (e) Charles Morris (ce)	Charles Morris (ne)	R. E. Shannon (gm) David R. Elder (bm) Max Cross (cm)	Wm. J. Shannon (ad-mga-ram) Dale Marsh (cam)	Howard Hazen (ms)
WATERLOO 65,198 83,528-ABC-CZ	Courier (e ex Sat.) (ABC) 48.517 Sunday edition (S) (ABC) 48,953	.24 .24	Flat Flat	(I) (AP) (6¢, 10¢S, 40¢w, $1.60mo.) (Story, Brooks & Finley, Inc.)	W. H. Hartman Co. John P. von Lackum, Pres. Robert J. McCoy, Pub.	Robert J. McCoy (eep-e) F. E. Thorne (me) Kenneth Murphy (ce)	Robert J. McCoy (Su) Al Ney (sp) Patricia Johnson (we)	Robert J. McCoy (gm) Ralph Klotzbach (off. mgr.) Hugh Patterson (cm)	T. E. Stevens (ad-mga-ram) Helyn Knief (cam)	Hugh Patterson (pm) T. E. Stevens (apm) R. E. Boller (ms)
WEBSTER CITY 7,611 7,611-ABC-CZ	Freeman-Journal (e) (ABC) 4,154	.06	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Webster City Publishing Co. Mabel S. Shaw, Pres. W. J. Carmichael, Pub.	Max Maxon (me)	Max Maxon (ne) Steve Gerstel (sp)	W. J. Carmichael (gm-bm) Victor Hisler (cm)	Everet Evans (ad-mga-ram) Marvin Frederickson (cam)	Everet Evans (pm-apm)

KANSAS

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ABILENE 5,775 5,775-ABC-CZ	Reflector-Chronicle (e) (ABC) 4,436	.055		Flat (R) (AP) (J) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	R-C Publishers, Inc. C. M. Harger, Pres.	C. M. Harger (e) Howard Sparks (me)	Dick Fleming (sp) Mrs. Faye Taylor (we)	H. B. Jameson (gm-bm) Lester Green (cm)	Alma McDonald (mga) John Rieck (ram)	D. L. Carter (ms)
ARKANSAS CITY 12,903 12,903-ABC-CZ	Traveler (e) (ABC) 6,375	.06		Flat (I-R) (AP) (J) (5¢, $1.10mo) (Arthur H. Hagg & Associates, Inc.)	Traveler Pub. Co. (a Stauffer publication) O. S. Stauffer, Pres.	Rex Woods, Jr. (eep-e-me) Brian Coyne (ce)	Dick Pryce (sp) Margaret Flick (we)	Rex Woods, Jr. (gm-bm) Verda Tuggle (cm)	James B. Austin (ad) Walter Bishop (ram)	Charles Coffelt (ms)
ATCHISON 12,792 12,892-ABC-CZ	Globe (e ex Sat.) (ABC) 6,992 Sunday edition (S) (ABC) 7,024	.07 .07	 Flat	(I) (AP) (ROP-1) (5¢, 10¢S, 25¢w) (Southwest Dailies)	Globe Pub. Co., Inc. Paul Allingham, Pres.-Pub.	Al Bennett (eep-e-me) Cotton O'Neill (ce)	Al Bennett (ne-Su) John Buckley (sp) Winney Allingham (we)	Ed Harris (cm)	Harvey Buckley (ad-ram) Paul Allingham (mga) Harry Ham (cam)	Paul Allingham (pm) Cecil Worrell (ms)
AUGUSTA 4,483	Gazette (e) 2,069	.04		Flat (I) (5¢, 65¢mo) (Inland Newspaper Representatives, Inc.)	Gazette Pub. Co. H. G. Hutcheson, Pres.	Bertha B. Shore (e) H. G. Hutcheson (eep-me)	H. G. Hutcheson (ne) Vic Boeding (sp) B. B. Shore (we)		H. G. Hutcheson (ad-mga-ram) Margaret Thomas (cam)	
BELOIT 4,085	Call (e) 2,480	.03		Flat (I) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	Alan B. Houghton and Delmar L. Wicks, Pub.	Alan B. Houghton (me)				
BURLINGTON 2,304 2,304-ABC-CZ	Republican (e ex Sat.) (ABC) 2,545	.04		Flat (I-R) (J) (†) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Mrs. John Redmond, Bill Batdorf and Floyd S. Ecord, Pub.		Bill Batdorf (me) Harry O. Ritter, Jr. (sp)	Floyd S. Ecord (bm) Harry O. Ritter, Jr. (cm)		Harold Freeman (ms)
CANEY 2,876	Chronicle (e ex Sat.) 1,260	.035		Flat (R) (J) (5¢, 60¢w) (none)	H. K. George, Pub.	H. K. George (eep-e-me-ce)	H. K. George (ne)	H. K. George (bm)		
CHANUTE 10,109 10,109-ABC-CZ	Tribune (e) (ABC) 5,935	.06		Flat (I) (AP) (5¢, 30¢w) (none)	Chanute Pub. Co. John P. Harris, Pres. E. W. Johnson, Pub.	Ernest W. Johnson (eep-e-me)	Dwight Wallingford (ne) Keith Wright (sp) Martha Villepigue (we)	E. W. Johnson (gm-bm) James Shriver (cm)	James W. Fehrenbach (ad-mga-ram) Dorothy Pilkington (cam)	T. O. Ward (ms)
CHERRYVALE 2,952	Republican (e) 1,556	.03		Flat (R) (AP) (J) (10¢) (Inland Newspaper Representatives, Inc.)	Pryor S. Campbell, Pub.	Pryor S. Campbell (e) Martha Jane Blades (ce)	Martha Jane Blades (we)		Mrs. Ruth Campbell (ad)	Lyle Livers (ms)
CLAY CENTER 4,528	Dispatch (e) 3,596	.04		Flat (I-R) (AP) (J) (3¢, 70¢mo) (Inland Newspaper Representatives, Inc.)	Clay Center Pub. Co. H. E. Valentine, Pub.	H. E. Valentine (eep-e-me)	Mary Ann Sykes (ne) Harold Rosiska (sp) Mary Heard (we)	H. E. Valentine (gm) Dean Dixon (bm) Charlotte McAdams (cm)	Dean Dixon (ad)	H. E. Valentine (pm) Joe Hall (ms)
COFFEYVILLE 17,113 17,113-ABC-CZ	Journal (e ex Sat.) (ABC) 10,105 Sunday edition (S) (ABC) 10,112	.09 .09	 Flat	Flat (I) (AP,INS) (J) (5¢, 10¢S, 30¢w) Inland Newspaper Representatives, Inc.	Coffeyville Pub. Co., Inc. R. M. Seaton, Pres.-Pub.	R. M. Seaton (e) Gene Sullivan (eep-me)	Kenneth Cape (ne) Clyde Walthal (sp) Jo Jaminet (we)	R. M. Seaton (gm) E. D. McKibben (cm)	Paul Zimmerman (ad) Robt. Moffatt (cam)	W. A. Goldsmith (ms)
COLUMBUS 3,490	Advocate (e) 2,484	.04		Flat (R) (AP) (5¢) (Inland Newspaper Representatives, Inc.)	W. W. Goodwin, Pub.	W. W. Goodwin (e)	Mona Tanner (ce)		Larry Ricketts (ad-bm)	Dean Strahan (ms)
CONCORDIA 6,981	Blade-Empire (e) 3,935	.05		Flat (R) (AP) (J) (5¢) (none)	Blade-Empire Pub. Co. Art Lowell, Pres.-Pub.	Art Lowell (eep) Lillie Cook (e-me-ce)	Marion Ellet (we)	Art Lowell (gm-bm) Raymond Eustice (cm)	W. B. Tyler (ad)	Lee D. Shrouf (ms)
COUNCIL GROVE 2,722	Republican (e ex Sat.) 2,489	.035		Flat (R) (AP) (†) (J) (5¢) (none)	J. B. Lawrence and Don A. McNeal, Pubs.	Don A. McNeal (me)	Don A. McNeal (sp) Beverly Croskey (we)	Don A. McNeal (bm-cm)	Charles H. Cutler (mga)	
DODGE CITY 11,262 11,657-ABC-CZ	Globe (e) (ABC) 7,586	.08		Flat (I) (AP) (5¢, $1.25 mo) (Arthur H. Hagg & Associates, Inc.)	The Globe Pub. Co. Jess Denious, Jr. Pres. & Pub.	D. L. Miller (eep-me) Jess Denious Jr. (e)	Jess Denious, Jr. (ne) Mildred Bragg (we)	Trohman Robinson (bm) Hywanna Nicholson (cm)	Trohman Robinson (mga) James Lewallen (cam)	

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EL DORADO 11,037	Times (e) 5,784	.06		Flat (R) (AP) (5¢, 25¢w, $1.10mo) (Southwest Dailies)	Times Pub. Co. E. F. Adams, Pres.	R. A. Clymer (e)	L. P. Klintworth (ne)	R. A. Clymer (gm) J. M. Arnold (cm)	R. A. Thompson (mga)	O. F. Huttenhoff (ms)
EMPORIA 15,669 15,669-ABC-CZ	Gazette (e) ⓒ 8,787	.08		Flat (R) (AP, ONA) (J) (5¢, 30¢w, $1mo) (none)	The White Corp., Inc. W. L. White, Pres.-Pub.	E. T. Lowther (eep) W. L. White (e) T. F. McDaniels (me-ce)	Roger Triplett (ne)	E. T. Lowther (gm) E. R. Barr (bm) M. Klein (cm)	Wilma Dabbs (mga) Paul R. Palmer (ad-ram)	Geo. Caspari (ms)
FORT SCOTT 10,335 10,335-ABC-CZ	Tribune-Monitor (e) ⓒ 6,058	.06		Flat (I) (AP) (J) (5¢, 25¢w) (none)	Tribune-Monitor Co. G. W. Marble, Pres.-Pub.	G. W. Marble (eep-e) Joe F. Cody (me)	Fred Ury (sp) Marion Amott (we)	G. W. Marble (gm-bm) Floyd Parks (cm)	Ted Smith (ad)	Frank Decker (ms)
FREDONIA 3,257	Herald (e ex Sat.) 2,468	.04		Flat (I) (AP) (J) (5¢) (none)	B. S. Hudson, Pub.			Ben S. Hudson (gm)		
GARDEN CITY 10,905	Telegram (e) 5,420	.06		Flat (I-R) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Telegram Pub. Co. Stuart Awbrey Pres.-Pub.	Richard Dalton (me)		Stuart Awbrey (gm) Paul Flaherty (bm)	Marvin Smith (ad-mga-ram) Marvin Smith (cam)	Billie Holder (ms)
GOODLAND 4,690	News (e ex Sat.) ..... Sunday edition (S)	.05 .05		Flat (I) (AP) (J) (†) (5¢, 10¢S, 65¢mo-d&S)	Goodland Daily News B. G. Robinson Pub.	B. G. Robinson (eep-me)	B. G. Robinson	B. G. Robinson (gm-bm-cm)	S. Mervin Gulick (ad-mga-ram-cam)	B. G. Robinson (pm) S. Mervin Gulick (apm)
GREAT BEND 12,665 14,723-ABC-CZ	Tribune (e ex Sat.) ⓒ 8,710 (S) ⓒ 8,599	.085 .085	Flat Flat	(UP) (5¢, 10¢S, 25¢w, $1.10mo) (Southwest Dailies)	Tribune Pub. Co. Will L. Townsley, Russell T. Townsley, Helen T. Coogan (partnership)	Will L. Townsley (e) Hugh Jencks (me) Everett Brown (ce)	Bob Graham (sp) Mary Lou Titus (we)	Ben H. Emerson (gm) B. G. Whorton (cm)	Ben H. Emerson (ad) Mike Smith (ram) Jim Barnhill (mga)	
HAYS 8,625	News (e ex Sat.) 6,318 Sunday edition (S) 6,318	.065* .065*	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 25¢w-d&S, $1.00 mo)	The News Pub. Co. Frank Motz, Pres.-Pub.	Frank Motz (eep-e me) Walter Taylor (ce)	Walter Taylor (ne-sp) Frank Motz (Su) Leota Motz (we)	Frank Motz (gm) Albert A. McFarlin (bm) Robert Giebler (cm)	William Roberts (ad-mga) Agnes Roberts (ram-cam)	William Roberts (pm-apm) Lawrence Campbell (ms)
	*.085 in combination with weekly, Ellis County News (Thursday), circulation 1,506.									
HIAWATHA 3,294	World (e) 3,011	.04*		Flat (I) (AP) (J) (5¢) (none)	World Pub. Co. Mrs. Nellie Herbert and Ewing Herbert, Jr., Co-Pubs.	Ewing Herbert, Jr. (e)		Ewing Herbert, Jr. (gm) Mrs. Nellie Herbert (cm)		
	*.055 in combination with weekly Brown County World circulation 413.									
HUTCHINSON 33,575 37,749-ABC-CZ	News Herald (d ex Sat.) ⓒ 53,841 Saturday edition (Sat.) ⓒ 53,479 m) Sunday edition (S) ⓒ 54,067	.20 .20 .20	Flat Flat	(I) (AP) (5¢, 15¢S, 35¢w, $1.50mo) (Jann & Kelley, Inc.)	Hutchinson Pub. Co. John P. Harris, Pres.-Pub.	John P. Harris (eep-e) Bob Wellington (me-am) Herbert T. Waggoner (me-pm) E. Lawson May (exec. ed.)	John McCormally (Su) Fred Mendell (sp) Dorothy Greve (we)	D. R. Brown (bm) George Alden (cm)	Kenneth MacPherson (ad) Ray Miller (mga) Dwight McCreight (cam)	M. R. Stevens (ms)
INDEPENDENCE 11,335 11,335-ABC-CZ	Reporter (e ex Sat.) ⓒ 5,806 Sunday edition (S) ⓒ 5,816	.06 .06	Flat	(R) (AP) (J) (5¢e, 10¢S, 30¢w, $1.30mo) (Southwest Dailies)	Reporter Pub. Co., Inc. Herbert A. Meyer, Jr. Pres.-Pub.	Frank C. Sands (eep-e-me) Marion S. Boner (ce)	Dick Hardy (sp) Mrs. Virginia Hoskins (we)	Herbert A. Meyer, Jr. (gm-bm) Jack Hively (cm)	E. H. Marshall (ad-ram) E. A. Hunt (mga) Miss Sue Acre (cam)	H. A. Meyer, Jr. (pm) E. A. Hunt (apm) W. A. Cordes (ms)
IOLA 7,094	Register (e) 4,313	.045		Flat (I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (none)	The Iola Register Angelo Scott, Pub.	Angelo Scott (eep-e) E. E. Lynn (ce)	E. E. Lynn (ne) Mrs. B. Lawrence (we)	Angelo Scott (gm-bm) Ray Blohm (cm)	E. E. Lynn (mga) Floyd Green (ram)	A. Alexander (ms)
JUNCTION CITY 13,462	Union (e) 6,257	.06		Flat (I) (AP) (J) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	Harry E. Montgomery and John D. Montgomery, Co-Pubs.	Harold Taylor (ce)	Harold Roberts (sp) Esther L'Eclose (we)	Lee Rich (gm)	Wm. Kelley (ad)	Otto Schultz (ms)
KANSAS CITY 129,553 151,875-ABC-CZ	Kansan (e) ⓒ 28,173 Sunday edition (S) ⓒ 28,185	.18 .18	Flat Flat	(I) (UP) (5¢, 10¢S, 20¢w) (Capper Publications, Inc.)	Capper Publications Inc. H. S. Blake, Pres.	W. A. Bailey (eep-e-me) C. H. Nohe (ce)	C. H. Nohe (ne-Su) John Thomson (sp) Ruth Burns (we)	W. A. Bailey (gm-bm) C. R. Stutzman (cm)	H. L. McKee (ad) Mahlon S. Weed (mga) James Brosius (ram) Loyd Kussman (cam)	Lowell Baird (ms)
LARNED 4,447	Tiller & Toiler (e ex Sat.) 3,327	.05		Flat (D) (J) (5¢, 65¢mo) (none)	The Tiller & Toiler Mrs. Leslie Wallace, Pub.	Harold C. Evans (eep-e-me-ce)	Nell Black (we)	Mrs. Leslie E. Wallace (gm)	Don Wm. Foster (mga)	Causby H. Blunt (ms)
LAWRENCE 23,351 23,351-ABC-CZ	Journal-World (e) ⓒ 9,160	.08		Flat (R) (AP) (J) (5¢, 25¢w, $1.00mo) (none)	The World Co. Dolph Simons, Pres.-Pub.	Dolph Simons (e) J. W. Murray (me) Jack Zimmerman (ce)	Bill Mayer (ne) Kathryne Stevens (we)	Dolph Simons (gm) Leo Eller (bm) Grace Farris (cm)	Ernest Pontius (ad) Clayton Stone (mga) Esther Skinner (cam)	Clayton Stone (pm) E. A. Farris (ms)
LEAVENWORTH 20,579 27,066-ABC-CZ	Times (e ex Sat.) ⓒ 9,416 Sunday edition (S) ⓒ 9,626	.07 .07	Flat Flat	(R) (AP) (5¢, 5¢S, 25¢w) (Arthur H. Hagg & Associates)	Daniel R. Anthony, III Pub.	R. E. Embleton (eep)	D. R. Anthony, IV (ne) Gilbert Smith (sp) Helen Snyder (we)	John H. Johnston (gm)	John H. Johnston (mga) J. Krueger (cam)	L. Gorskiewicz (ms)
LIBERAL 8,267	Southwest Times (e) 4,854	.06		Flat (R) (AP, UP) (J) (5¢d, 25¢w, $1.00mo.) (Inland Newspaper Representatives, Inc.)	The Southwest Ptg. & Off. Supply Co., Inc. Kenneth J. Powell, Pres.-Pub.	Ray Millman (eep) Kenneth J. Powell (e-me) Arnold Ericson (ce)	Arnold Ericson (ne) Jim Mitchell (sp) Mrs. Maurine Tate (we)	Kenneth J. Powell (gm) Bert H. Powell (bm) O. M. Rayborn (cm)	Earl H. Bondurant (ad-mga-ram-cam)	Wm. R. Shelton (ms)
LYONS 4,545	News (e ex Sat.) 3,137	.05		Flat (I) (AP) (3¢, 65¢mo) (none)	Lyons Pub. Co.	S. H. Jones (eep-me) Howard Chennel (ce)	Elizabeth Ashlock (we)		Edwin Fisher (mga)	
McPHERSON 8,689	Republican (e) 5,039	.055		Flat (I-R) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	K. R. Krehbiel, d.b.a. McPherson Republican, Unincorporated	K. R. Krehbiel (eep-e) L. E. Lindell (ce)			T. H. Lowman (ad)	T. N. Canfield (ms)
MANHATTAN 19,056	Mercury (e ex Sat.) 7,422 Sunday edition (S) 7,422	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 25¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. R. M. Seaton, Pres.	Wm. Colvin (eep-e-me) Jack Woodman (ce)	Saralena Colvin (ne) Stan Burnette (sp) Charlotte Mutschler (we)	Leon Sanders (gm) Turner Depenbrink (cm)	Leon Sanders (ad) Paul W. Streeter, Nat. A.D. Glen Anderson (ram)	Merle Rees (ms)
NEODESHA 3,723	Sun (e ex Sat.) 2,010	.04		Flat (I) (AP) (5¢) (none)	Paul A. Guess, Pub	Paul A. Guess (eep-e-me) E. T. Morgan (ce)	E. T. Morgan (ne-sp) Shirley Maxwell (we)	Paul A. Guess (gm-bm-cm)	Paul A. Guess (ad-mga-ram)	Lauren E. Buttsi (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
NEWTON 11,590	Kansan (e)	5,413	.06		Flat (I-R) (AP) (J) (5¢, 75¢mo) (Southwest Dailies)	Newton Publ. Co., Inc. O. S. Stauffer, Pres.	John Stauffer (e-me)	Neil Byer (sp) Hazel Crandall (we)	Jack Lander (gm) W. T. Bolin (cm)	Homer Owens (ad)	R. P. Burnette (ms)
NORTON 3,060	Telegram (e)	3,056	.04*		Flat (I) (AP) (5¢)	Elton and Effie Mae Carter Owners	Ken Johnson (e)	Ken Johnson (ne) Wilmeth Kirk (sp) Peggy Burnham (we)	Elton Carter (gm) Peggy Burnham (cm)	Don Ward (ad)	
	*.05 in combination with weekly (Thursday).										
OTTAWA 10,081 11,281-ABC-CZ	Herald (e)	6,227	.06		Flat (I) (AP, CT-NYN) (5¢, 30¢w) (Burke Kuipers & Mahoney)	The Ottawa Herald Inc. S. F. Harris Pres., Pub.	Don Huls (me)	L. W. Phillips (ne) Mrs. Lois Smith (we)	W. G. Snedaker (gm) K. A. Elben (cm)	Don Shipman (mga-ram)	Howard Hoadley (ms)
PARSONS 14,750 14,750-ABC-CZ	Sun (e)	9,347	.08		Flat (I-R) (AP) (5¢, 25¢w) (Burke, Kuipers & Mahoney, Inc.)	Sun Pub. Co. Clyde M. Reed, Jr. Pres.-Pub.	Clyde M. Reed, Jr. (e) Martin Thomas (me) James Davis (ce)	Dale Mullen (sp) Octavia Turley (we)	Clyde M. Reed, Jr. (gm) G. C. Krause (cm)	Max Nutt (ad) C. M. Reed, Jr. (mga) Rae Drenner (cam)	O. E. Willard (ms)
PITTSBURG 19,341	Sun (m ex Mon.)	8,266			(I-R) (AP) (5¢, 5¢S, 25¢w) (Shannon & Associates, Inc.)	Pittsburg Pub. Co. O. S. Stauffer, Pres. F. W. Brinkerhoff, Pub.	F. W. Brinkerhoff (eep-e) C. L. Stroup (me) K. L. Simons (ce-H) Cliff Williams (ce-Sun)	H. O. Taylor (Su) Robert Friskel (sp) Barbara Weaver (we)	F. W. Brinkerhoff (gm-bm) D. E. Slagle (cm)	E. D. Ward (ad-mga) Mary Simion (cam)	E. D. Ward (pm) A. N. Simion (ms)
	Headlight (e)	5,229									
	Combined daily (me)	13,495	.10	Flat							
	Sun (S)	8,266									
	Evening & Sunday (eS)	13,495	.10	Flat							
PRATT 7,523	Tribune (e)	5,178	.08		Flat (I-R) (AP) (J) (5¢, 30¢w) (Scheerer & Co.)	Tribune Pub. Co., Inc. Ray F. Barnes, Pres. Robert L. Cribb, Pub.	Jim Cornish (e) Robt. Lauffer (ce)	Robt. Lauffer (sp) Jennie Shannon (we)	Robert L. Cribb (gm-bm) Ralph Osborn (cm)	Robt. Crabill (ad-mga-ram) Don Ogden (cam)	Robt. Finney (ms)
RUSSELL 6,483	News (e)	3,557	.05		Flat (I) (UP) (J) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Russell Pub. Co., Inc. Russell T. Townsley, Pres.-Pub.	Russell T. Townsley (eep) Webster Hawkins (e-me-ce)	Webster Hawkins (ne-sp) Mrs. Ann Schuler (we)	Allan D. Evans (gm-bm) Mrs. Richard Sheridan (cm)	Allan D. Evans (ad-mga-ram-cam)	Allan D. Evans (pm-apm) W. A. Dawson (ms)
SALINA 26,176 26,176-ABC-CZ	Journal (e ex Sat.)	24,849	.13		Flat (I) (AP) (5¢, 10¢S, 30¢w-d&S, $1.30mo) (Jann & Kelley, Inc.)	Salina Journal, Inc. Whitley Austin, Pres.	Whitley Austin (eep-e-me) Glenn Williams (ce)	Glenn Williams (ne) Fred Brooks (Su) Bill Burke (sp) Dorethea Smith (we)	Peter M. MacDonald (bm) M. W. Watkins (cm)	Fred Vandegrift (ad) E. F. Laubengayer (cam)	O. L. Kearney (ms)
	Sunday edition (S)	24,831	.13	Flat							
TOPEKA 78,791 93,808-ABC-CZ	Capital (m)	61,802	.25	Flat	(R) (AP, UP) (C-5¢, 15¢S, 35¢w-d&S, $1.50mo; SJ-5¢, 30¢w-d, $1.30mo) (Capper Publications, Inc.)	Topeka Newspaper Ptg. Co. H. S. Blake, Pres.-Pub.	Jim Reed (e) Milton Tabor (eep-me) Chas. G. Pearson (ce)	Bob Riley (ne) Newton Townsend (Su) Dick Snider (sp) Ada Montgomery (we)	H. S. Blake (gm-bm) James M. Rankin (cm)	F. B. Cunningham (mga) Robt. I. Peele (ram) Geo. Bauer (cam)	Vern Williams (ms)
	State Journal (e)	23,253	.17	Flat							
	Combined daily (me)	85,055	.32	Flat							
	Capital (S)	63,446	.25	Flat		Stauffer Publications... Oscar S. Stauffer, Pres.-Pub.	Joe Lee (eep) Oscar S. Stauffer (e) Tom Kiene (me) Roscoe Born (ce)	Stu Dunbar (sp) Bernice Milne (we)			
	NOTE: The Topeka Capital and the State Journal are corporately and editorially separate, but operate their business, advertising, circulation and mechanical departments under a joint publishing company known as the Topeka Newspaper Printing Company with H. S. Blake, President, James M. Rankin and Oscar Stauffer, vice-presidents; L. H. Schenck, secretary; F. G. Shirley, treasurer; H. S. Blake, general manager; Harold Hult, country circulation manager; Dale Kelly, city circulation manager; F. B. Cunningham, national advertising manager; Robert I. Peele, local advertising manager; George Bauer, classified manager and Vern Williams, mechanical superintendent.										
WELLINGTON 7,747 8,016-ABC-CZ	News (e)	3,751	.05		Flat (I-R) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Wellington Pub. Co. Stewart Newlin (Owner)	Stewart Newlin (e)	Eunice Slaten (ne) Bob Washburn (sp) Carolyn Epperson (we)	Stewart Newlin (gm) Mrs. Lela Oglesby (bm-cm)	Richard Dawes (ad)	Russell Hamman (ms)
WICHITA 168,279 201,231-ABC-CZ	Beacon (e)	106,777	.40	Flat	(I) (AP, INS, CT-NYN, NYT, RN) (5¢d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Beacon Newspaper Corp. M. M. Levand, Pres. Elliott Levand Ass't. to Pres.	Mark Clutter (eep) E. C. Wallace (me) Gilbert Rector (ce)	Richard Webster (ne) O. C. Belden, Jr. (Su) Dick Cole (sp) Virginia McDonald (we)	M. M. Levand (gm-bm) John R. Levand (cm)	H. N. Hollembeak (mga) Leo J. Malone (ram) John Mileham (cam)	James Levand (pm) W. E. Fulgroat (ms)
	Sunday edition (S)	139,279	.45	Flat							
	Evening & Sunday (eS)	246,056	.68	Flat							
	Eagle (m)	91,499	.35	Flat	(I) (AP, UP) (J) (5¢d, 10¢S, 55¢w-m, e&S, $2.40mo) (O'Mara & Ormsbee, Inc.)	Wichita Eagle, Inc. Marcellus M. Murdock, Pres.-Pub.	Lester Kimmell (eep) R. M. Long (me-M) Earl Shaw (me-E) Ted Hammers (ce-M) Arch O'Bryant (ce-E)	Sam Kiefner (ne) Paul A. Lightner (sp-M) Bill Hodge (sp-E) Mary McLean (we)	Marcellus M. Murdock (gm) Clyde W. Speer (bm) Frank W. Long (cm)	Jack Speer (ad) Joe Beemiller (mga) S. T. Sandberg (ram) Britt Brown (cam)	Glenn Cummins (ms)
	Eagle (e)	68,533	.30	Flat							
	Combined daily (me)	160,032	.45	Flat							
	Sunday edition (S)	105,223	.37	Flat							
	Evening and Sunday (eS)	173,756	.50	Flat							
WINFIELD 10,264 10,264-ABC-CZ	Courier (e)	6,424	.06		Flat (I) (AP) (J) (5¢, $1.10 mo) (Inland Newspaper Representatives, Inc.)	Winfield Pub. Co., Inc. Fred A. Seaton, Pres. W. W. Keith, Pub.	W. W. Keith (e) Harry L. Hart (me) Chas. Booth (ce)	Harry L. Hart (sp) Alice Mohler (we)	W. W. Keith (gm) B. L. Ledgerwood (cm)	Nelson Bridge (ad-mga-ram) Mary Lou Conrod (cam)	Edmund Walker (ms)

KENTUCKY

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ASHLAND 31,131 39,681-ABC-CZ	Independent (e)	15,772	.10		Flat (I) (AP) (5¢, 10¢S, 35¢w) (Ralph R. Mulligan)	Ashland Pub. Co. B. F. Forgey, Ch. of the Board J. T. Norris, Pres.	J. T. Norris (e) C. E. Forgey (VP-me) R. A. McCullough (assoc e)	John McGill (sp) Juanita Brooks (we)	J. T. Norris (gm) E. J. Scott (cm)	R. L. Mobayed (ad) Sue K. Shanklin (mga) C. J. Fox (cam)	R. L. Mobayed (pm-apm) Wm. B. Williams (ms)
	Sunday edition (S)	16,955	.11	Flat							
BOWLING GREEN 18,347 24,057-ABC-CZ	Park City News (e ex Sat.)	9,790	.09		Flat (I-D) (AP) (J) (5¢d, 10¢S, 35¢w) (Newspapers South, Inc.)	News Pub. Co. J. Ray Gaines and John B. Gaines, Pubs.	J. Ray Gaines (eep-e) Herb Wallace (me) Bill Skinner (ce)	W. O. Skinner (ne) Bert Borrone (sp) Josephine Manthie (we)	John B. Gaines (gm-bm) S. Willoughby (cm)	Jerry Mayes (ad) John B. Gaines (mga) Ann White (cam)	Max H. Jackson (ms)
	Sunday edition (S)	10,281	.09	Flat							
CORBIN 7,744	Tribune (e ex Sat.)	4,210	.05	Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w-d&S) (Bottinelli Kimball, Inc.	The Corbin-Times-Tribune, Inc. J. Springer Robinson, Pres. John L. Crawford, Pub.	John L. Crawford (e) James O. Crawford (me)	James O. Crawford (Su) Foley Ruggles (sp) Betty Jean Ohler (we)	Jack Thurston (cm)	James O. Crawford (ad-ram) Foley Ruggles (cam)	Kenneth Mauney (ms)
	Times (S)	4,341	.05	Flat							
	Combined edition (eS)	8,551	.09	Flat							
COVINGTON 64 452	Cincinnati Enquirer (Kentucky edition) (m)	.....*	.12	.08	(I) (AP, UP, INS) (5¢, 15S 30¢w 45¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Cincinnati Enquirer Roger H. Ferger Pub.	Everett M. Boyd (me) Kenneth Doris (asst. me) Elmer Dressman (Ky. ed)		Andrew F. Wiley (bm)	Stanley A. Ferger (ad) Robert Hipple (mga)	
	Sunday edition (S)	.....*	.25	Flat							
	*Included with report of Cincinnati (Ohio) Enquirer.										
	Kentucky Post (Kentucky edition of Cincinnati Post) (e)	.....*	.14		Flat (I) (SHNA, UP) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps Co.	Carl A. Saunders (e-me) Paul Wessling (ce)	Charles McGrath (sp) Margaret Arnim (we)	Chas. H. Willenborg (bm) John James Schneider (cm)	Chas. H. Willenborg (ad-mga-ram) John B. Green (cam)	Chas. H. Willenborg (pm)
	*Included with report of Cincinnati (Ohio) Post										

In Wichita, Kansas

The EAGLE is more than a family newspaper —it's a family habit. It has been that way, under Murdock family management, for more than 3/4 of a century—since 1872 as a matter of fact.

THE WICHITA EAGLE

MORNING • EVENING • SUNDAY

M. M. MURDOCK, PUBLISHER—REPRESENTED BY O'MARA & ORMSBEE

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
COVINGTON —Continued	Kentucky Times-Star (Kentucky edition of Cincinnati Times-Star) (e) ABC .....* .12 *Included with report of Cincinnati Times-Star		Flat (R) (AP; CDN, INS) (5¢, 30¢w, 75¢mo) (O'Mara & Ormsbee, Inc.)	Times-Star Co..... David S. Ingalls, Pres.	Douglass M. Allen (e) G. B. Deters (ce)	Raymond Mathes (ne) ... Tom Kramer (sp) Mildred Harper (we)	John Emmett (bm) ..... Wm. Schultz (cm)	.....	.....
DANVILLE..... 8,686 8,686-ABC-CZ	Advocate-Messenger (e ex Sat.) ABC 3,692 .05 Kentucky Advocate (S) ABC 3,675 .05		Flat (I) (AP) (J) (5¢S, 25¢w) (Mid-South Co. Dailies)	Advocate Messenger Co.	Enos Swain (eep-e).... W. C. Alcock (me) Mrs. Ida Tipton (ce)	Julia Durham (we)	Enos Swain (gm)..... Mert Bauske (cm)	Barney Stanley (ad)	Lloyd Case (ms)
FRANKFORT..... 11,916 13,669-ABC-CZ	State Journal (e ex Sat.) ABC 5,572* .07 Sunday edition (S) ABC 5,769* .07 *March 31, 1954.		Flat (I) (AP) (J) (5¢, 10¢S, 30¢w, $1.20mo) (John H. Perry Associates)	Perry Publishing Co... John H. Perry, Jr., Pres. N. A. Perry, Jr., Pub.	P. Swift (me).....	Bill Fluty (sp)..... Dorothy Darnell (we)	N. A. Perry, Jr. (gm)..... Albert Lovell (cm)	Gilbert Young (ad-mga-ram)	John Gilpin (ms)
FULTON..... 5,500	Leader (e) 2,785 .05		Flat (D) (INS, UP) (J) (5¢, 15¢w, 65¢mo) (Wallace Witmer Co.)	Fulton Pub. Co., Inc.... W. Percy Williams, Pres.-Pub.	Vyron Mitchell (e).....	Mrs. Martha Mahan (we).....		Vyron W. Mitchell (ad)	.....
GLASGOW..... 7,025	Times & Journal (e ex Sat.) 4,192 .055		Flat (D) (AP) (J) (5¢, 25¢w) Sheerer & Co.	Glasgow Journal Ptg. Co., Inc. Geo. J. Ellis, Jr. Pres. John K. Ditto, Pub.	Otis Perkins (me)	Sheldon Smoxer (sp)..... Dorothy Thomas (we)	John K. Ditto (bm) ..... Linval E. Edwards (cm)	John K. Ditto (ad)..... B. Houchens (cam)	.....
HARLAN..... 4,786	Enterprise (e ex Sat.) 5,793 .06 Sunday edition (S) 5,793 .06		Flat (I) (AP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Fred Kimball, Inc.)	Enterprise Pub. Co., Inc. J. Springer Robinson, Pres.-Pub.	S. C. Van Curon (eep-me)	Patrick Perry (ne)..... C. G. Greere (sp) Mabel Collins (we)	S. C. Van Curon (gm-bm) Virgil O. McGlamery (cm)	Louis Q. Smith (ram)... Mary Hatmaker (cam)	Springer Hoskins (apm) Robert Stewart (ms)
HAZARD..... 6,985	Herald (e) 4,010 .045		Flat (I) (UP) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Herald Pub. Co., Inc. Fred B. Bullard, Pres.-Pub.	Fred B. Bullard (eep) C. Kyle Whitehead (e) Charles Chapman (ce)	Russell Rice (ne) Bob Mansfield (sp) Pat Knutti (we)	Fred B. Bullard (gm) C. S. Bullard (bm) R. J. Carr (cm)	E. E. Bullard (ad-mga-ram-cam)	F. B. Bullard (pm) John Sharp (ms)
HENDERSON 16,837 16,837-ABC-CZ	Gleaner-Journal (m ex Mon.) 5,953 .065 (S) 6,574 .065		Flat (D) (AP) (5¢, 10¢S, 30¢ 30¢w, $1.20mo) (Mid-South Dailies)	Gleaner & Journal, Inc. Leigh Harris, Pres.-Pub.	Francele H. Armstrong (e) James W. Armstrong (eep) Edwin Greenwall (me) Cecil Williams (ce)	Karl Christ (sp) ..... Melicent B. Quinn (we)	Archie Riehl (bm)..... Elliott Porter (cm) Everett C. Wood (com)	R. G. Van Aradall (ad-mga-ram) Archie Riehl (cam)	John Cleavenger (ms)
HOPKINSVILLE..... 12,526	Kentucky New Era (e) 7,855 .07		Flat (I-D) (AP) (5¢, 30w) Newspapers South, Inc.	Kentucky New Era Co. A. W. and Thomas F. Wood, Co-Pubs.	F. W. Fink (eep)..... D. H. Taylor (e) Joe Dorris (me) Tom Covington (ce)	Joe Dorris (sp)..... Mary McCord (we)	Thomas F. Wood (gm-bm) Charles Dorroh (cm)	James Wilkins (ad-ram)	Amos P. Pool (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

A Change...

From morning and evening newspapers, in combination, and Sunday

to a single newspaper published

MONDAY THROUGH FRIDAY EVENING AND SUNDAY

is announced by Owensboro Publishing Co., Owensboro, Ky.

The new title heading for all editions Evening and Sunday follows:

Messenger AND INQUIRER

The Owensboro Messenger, 1874 — Combined January 2, 1929, With — THE OWENSBORO INQUIRER, 1884

The foregoing logotype appeared first on Sunday, Dec. 5, 1954, when an explanation of the change was published on Page 1. The same logotype has since been the newspaper's sole title heading and will continue to be the title heading for all editions both weekdays and Sundays. Beginning Dec. 6, weekday publication has been in three editions, Monday through Friday. The first edition is closed by noon; the second about 3 p. m. and the third just before midnight.

Circulation

Last Inquirer editions Friday, Dec. 3, 1954	11,875
Last Messenger editions Saturday, Dec. 4, 1954	12,057
Combined Total	23,932
Two weeks later, Friday, Dec. 17, 1954	23,843
Monday, Dec. 20, 1954	23,987

Advertising rate per line—Evening, 11c flat; Sunday, 11c flat.
(Unchanged)

All weekday ads should start in noon edition, following through in afternoon and pre-date editions, in any 24-hour cycle.

Owensboro Publishing Company
Incorporated
Owensboro, Ky.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LEXINGTON 55,534 79,407-ABC-CZ	Herald (m) ⓐ 31,994 Leader (e) ⓐ 23,092 Combined daily (me) ⓐ 55,086 Herald-Leader (S) ⓐ 52,664	.... .26 .26	.... Flat Flat (I)	(D) (R)	(AP, UP, INS) (5¢, 10¢S, 40¢w-d&S, $1.75mo) (The Katz Agency, Inc.)	Lexington Herald-Leader Co.	Thomas R. Underwood (e-H) C. G. Dickerson (me-L) Herman W. Phelps (me-H) Henry Hornsby (ee-L) Harry E. Reiser (ce-H)	Ed. Ashford (sp-H) L. K. Shropshire (sp-L)	Fred B. Wachs (gm) Thomas L. Adams (cm)	R. E. Scofield (ad)	Ed Templin (pm) A. W. Johnson (ms)
LOUISVILLE 369,129 530,768-ABC-CZ	Courier-Journal (2) (m) ⓐ 202,911 Times (e) ⓐ 170,200 Combined daily (me) ⓐ 373,111 Courier-Journal (S) ⓐ 308,325 Evening and Sunday (eS) ⓐ 478,525 Morning and Sunday (mS) ⓐ 511,236	.... .80 .67 1.10 1.10	.... Flat Flat Flat Flat	(I-D)	(AP, UP, CDN, NYT) (*S) (5¢, 15¢S, 30¢w-d, 65¢w-m&S) (The Branham Co.)	Courier-Journal & Louisville Times Co. Barry Bingham, Pres. Mark F. Ethridge, Pub.	Barry Bingham (e-CJ) Russell Briney (e-T) James S. Pope (exec. ed-CJ & T) Norman E. Isaacs (me-T) John Herchenroeder (ce-CJ) Edw. A. O'Neill (ce-T)	Glenn Kendall (ne-CJ) William Bell (ne-T) Cary Robertson (Su) Earl Ruby (sp-CJ) Dean Eagle (sp-T) Mildred Lensing (we-CJ) Helen Leopold (we-T)	Lisle Baker, Jr. (gm) Henry M. McClaskey (asst. gm) Jasper Rison (cm)	J. Garrett Noonan (ad) Ted Weil (mga) Arthur Eyl (ram) O. S. Wespe (cam)	Basil P. Caummisar (pm) Neil Dalton (pub. rel. dir.) M. Geo. Martin (ms)
MADISONVILLE 11,132	Messenger (e)	6,648	.065	Flat (D)	(5¢, 25¢w) (Mid-South Dailies)	Madisonville Pub. Co. Edgar Arnold, Pres.	Edgar Arnold (eep-e) Ernest Claytor (me) Albert Larmouth (ce)	Hylda Weldon (we)	.....	Ann Brown (ad)	Carl Harris (ms)
MAYFIELD 8,990	Messenger (e)	6,133	.05	Flat (D)	(AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	Messenger Pub. Co., Inc. Frank O. Evens, Pres.-Pub.	Jess Anderson (eep-e-ce)	Jack Anderson (ne-sp) Eugenia Foster (we)	Carolyn Williams (bm) Harry Morris (cm)	Ruth Baker (ad-mga-ram)	Leon Dick (ms)
MAYSVILLE 8,632	Independent (m) *March 31, 1954	5,283*	.045	Flat (D)	(AP) (5¢) (Inland Newspaper Representatives, Inc.)	James Purdon Co. James Purdon, Pres. Geo. B. Purdon, Pub.	Martha Purdon Comer (e-me) Paul Minch (ce)	Paul Minch (ne) Bill Perrine (sp) Jackie Ormes (we)	George B. Purdon (gm) Jacob Fried (bm-cm)	George B. Purdon (ad) Jacob Fried (cam)	Mrs. George Purdon (pm)
	Public Ledger (d)	5,316	.045	Flat (R)	(J) (5¢, 50¢mo) (Bottinelli-Kimball, Inc.	Ledger Pub. Co. Clarence Mathews, Pub.	Wm B. Mathews (e-me)	Mrs. Mary D. Mathews (ne)	W. B. Mathews (gm) W. B. Mathews (bm)	W. B. Mathews (mga)	Raymond A. Dora (ms)
MIDDLESBORO 14,482 14,482-ABC-CZ	News (e) ⓐ 5,752	.06	Flat (I)	(UP) (J)	(5¢, 30¢w) (Mid-South Dailies)	Citizens News Co., Inc. R. L. Kincaid, Pres.	M. R. Guthrie (e)	Julian Pitzer (sp) Helen Henry (we)	Maurice K. Henry (gm) Frank Earle (cm)	Raymond Walker (mga) Earl Burchfield (ram) Lois Curran (cam)	Maurice K. Henry (pm) Clyde Fletcher (ms)
MIDDLESBORO	TRI STATE HERALD (m)	.....	.....	.....	.....	W. I. Jones, Pres.	G. Henry Bashom (me)	.....	.....	.....	.....
MURRAY 6,035	Ledger and Times (e)	2,650	.05	Flat (D)	(UP) (J) (5¢, 15¢w, 65¢mo) (Wallace Witmer Co.)	W. P. Williams, Pres. Jas. C. Williams, Pub.	James C. Williams (eep-e-me-ce)	James C. Williams (ne-sp) Jo Burkeen (we)	Robert Workman (cm)	James C. Williams (ad-mga-ram-cam)	James C. Williams (pm-apm)
OWENSBORO 33,651 43,908-ABC-CZ	Messenger-Inquirer (m ex Mon.) ⓐ 11,844 Messenger-Inquirer (e ex Sat.) ⓐ 11,708 Combined Daily (me) ⓐ 23,552 Messenger-Inquirer (S) ⓐ 23,416	.... .11 .11	.... Flat Flat		(D) (AP) (5¢, 10¢S, 30¢ wdS) (none)	Owensboro Pub. Co. Lawrence W. Hager, Sr. Pres.-Pub.	Lawrence W. Hager Sr. (e-eep) Lawrence W. Hager, Jr. (me) Lewis Donahue (ce)	Wm. Spragens (ne) Russ Melvin (sp) Mabel Dill Brown (we)	W. Bruce Hager (gm) Geo. M. Fuqua (bm) Jerome Conrey (cm)	Lawrence W. Hager (mga) L. E. Cummings (ram) Rex Hurt (cam)	.....
PADUCAH 32,828 45,732-ABC-CZ	Sun-Democrat (e ex Sat.) ⓐ 29,100 Sunday edition (S) ⓐ 28,439	.14 .14	Flat (I) Flat		(AP, UP) (5¢, 10¢S, 35¢w, $1.45mo) (Burke, Kuipers & Mahoney, Inc.)	Paducah Newspapers, Inc. Edwin J. Paxton, Pres.-Pub.	Edwin J. Paxton, Jr. (eep) Edwin J. Paxton (e) Jos. O. LaGore (me) William R. Powell (ce)	Wm. R. Powell (ne) Wm. F. Carter (sp) Mrs. Odie Anderson (we)	J. L. Roth (gm) Frank R. Paxton (bm) L. G. Jewell (cm)	Paul Bouland (ad-mga-ram) R. D. Brown (cam)	Jos. G. Mitchell (pm) Wm. H. Usher (ms)
PARIS 6,912	Enterprise (e ex Sat.) Sunday edition (S)	4,389 4,389	.055 .055	Flat (D) Flat	(AP) (J) (5¢d, 5¢S, 30¢w-d&S) (Bottinelli-Kimball)	Paris Enterprise Mrs. J. M. Alverson, Sr. Pub.	J. M. Alverson, Jr. (e)	Leo E. Brauer (ne-sp) Lelia Bowman (we)	Sanford Alverson (bm) James Roe (cm)	Robert Worthington (ad)	Mrs. J. M. Alverson, Jr. (rd)
RICHMOND 10,268	Register (e)	4,841	.045	Flat (D)	(AP) (J) (5¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Daily Register Co. Inc. Keen Johnson, Pres.	Shelton Saufley (eep-e-me) Randall Fields (ce)	Randall Fields (sp) Helen Winburn (we)	T. B. Challinor (gm-bm) Margie Teater (cm)	T. B. Challinor (ad-mga-ram) Margie Teater (cam)	.....
WINCHESTER 9,226	Sun (e)	3,977	.05	Flat (D)	(AP) (J) (5¢, 25¢w) (Allen-Klapp Co.)	Winchester Sun Co., Inc. George S. Tatman, Pres. James S. Tatman, Pub.	W. C. Caywood, Jr. (e)	Elizabeth Hunt (ne) Wanda Ratliff (we)	James S. Tatman (gm) C. S. Harris (cm)	C. S. Harris (ad) Frances Green (cam)	Ernest Elder (ms)

LOUISIANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA 34,913 41,336-ABC-CZ	Town Talk (e) ⓐ 22,942	.14	Flat (I)	(AP, UP)	(5¢, 30¢w, $1.30mo) (The John Budd Co.)	McCormick & Co., Inc. Mrs. M. H. Dellmon, Pres. Rollo C. Jarreau, Pub.	Rollo C. Jarreau (e) Adras Laborde (me) Jim West (ce)	Mack Owens (sp) Mrs. Ethel Holloman (we)	Hunter Jarreau (gm) Carl Rylee (cm) Joe D. Smith, Jr. (bm)	Joe D. Smith, Jr. (ad) Joe D. Smith (mga) Cade Fogleman (ram) Jack Delaney (cam)	Paul Slusher (ms)
BASTROP 12,769 12,769-ABC-CZ	Enterprise (e) ⓐ 4,384	.06	Flat (I)	(UP)	(5¢d, 25¢w, $1.20mo) (Mid-South Dailies)	Nathan Bolton, Pub.	Matt Sheley (e)	Bill Butler (sp) Elizabeth Tiner (we)	Allen Roy (cm)	John Laing (mga) Betty Sistrunk (cam)	John Brown (ms)
BATON ROUGE 125,629 138,864-ABC-CZ	Advocate (1) (m) ⓐ 24,228 State Times (e) ⓐ 31,904 Combined daily (me) ⓐ 56,132 Advocate (S) ⓐ 42,353 Evening and Sunday (eS) ⓐ 74,257 *Includes insertion in either Saturday or Monday State Times.	.... .22 .24* .24*	.... Flat Flat Flat	(I-D)	(AP, UP) (5¢, 10¢S, 25¢w-e, 35¢ w-m&S) (The John Budd Co.)	Capital City Press C. P. Manship, Jr. Pres.-Pub.	C. P. Liter (eep-exec.ed.) C. P. Manship, Jr. (e) E. A. Gueymard (me-ST) Margaret Dixon (me-A) I. A. Sandefer (ce-ST) Edythe Gelpi (ce-A)	A. J. Alleman (ne-ST) Ralph Pearson (ne-A) Chas. East (Su) Dan Hardesty (sp-ST) Bud Montet (sp-A) Pat Mengert (we-ST) Pat Martinez (we-A)	C. P. Liter (gm-bm) A. E. Sholar (cm)	Charles C. Gravey (ad) Wm. E. Elliott (mga) J. H. Robertson (cam)	Carl Williamson (ms)
BOGALUSA 17,798 17,798-ABC-CZ	News (e ex Sat.) ⓐ 5,444 Sunday edition (S) ⓐ 5,379	.085 .085	Flat (I) Flat	(UP) (J)	(5¢, 10¢S, 25¢w, $1.08mo.) (Bottinelli-Kimball, Inc.)	James L. Wick, Chairman of Board Halford R. Houser, Pres.-Pub.	Halford R. Houser (e)	Lou Major (ne-sp) Bob Landry (Su)	A. Thos. Colten (bm) H. E. Jung (cm)	F. M. Bryan (ad-mga) Janice Breland (cam)	A. T. Colten (pm)
CROWLEY 12,734 12,784-ABC-CZ	Signal (e) ⓐ 4,658	.06	Flat (I)	(AP)	(5¢, 10¢Sat., 30¢w) (none)	Daily Signal, Inc. Max Thomas, Pres.-Pub.	Max Thomas (eep) Harold I. Mitchell (e-me) Fred Bandy (ce)	Dudley J. Wilkins (sp) Rosalee Landry (we)	John R. Harrah (gm-bm) Dennis Broussard (cm)	John R. Harrah (ad) Edward M. Keating (ram)	John R. Harrah (pm) Eddie Hebert (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
JENNINGS 10,673 10,181 (Special U.S. Census)	News (e) 3,680	.05	Flat	(I) (AP) (5¢, 25¢w, $1.00mo) (Mid-South Dailies)	Franklin Hildebrand, Pub.	Franklin Hildebrand (eep-e) Harvey Laing (me) Frank Hildebrand, Jr. (ce)	Frank Hildebrand, Jr. (ne) Harvey Mrs. Joyce Hildebrand (we)	Frank Hildebrand, Jr. (gm-bm) Richard Hill (cm)	B. F. Patterson (ad-mga-ram) Elza Stewart (cam)	Frank Hildebrand (pm) B. F. Patterson (apm) Clinton Patterson (ms)
LAFAYETTE 33,541 33,541-ABC-CZ	Advertiser (e ex Sat.) 14,870 Sunday edition (S) 14,756	.10 .10	Flat Flat	(I) (AP) (5¢, 5¢S, 30¢ w) (Burke, Kuipers & Mahoney, Inc.)	Morgan Murphy, Pres.	Harry R. Squiers (e) Vincent Marino (me) Delbert Oliver (ce)	Don Engel (sp) Marlene Deshotels (we)	Harry R. Squiers (gm) Scranton A. Mouton (bm) Floyd Bicking (cm)	Frank A. Brown (ad)	Raoul P. Guidry (ms)
LAKE CHARLES 41,272 52,847-ABC-CZ	American Press (e) 23,234 Sunday edition (S) 22,699	.14 .14	Flat Flat	(D) (AP) (5¢, 10¢S, $1.50mo-d&S) (Inland Newspaper Representatives, Inc.)	Thomas B. Shearman, Pres. Wm. Hugh Shearman, Pub.	K. L. Dixon (eep-e-me) Lloyd McMahon (ce)	Lloyd McMahon (ne) Truman Stacey (sp) Mrs. Edna Alexander (we)	A. R. Krebs (gm) L. C. Martin (cm)	Van Andrus (ad-ram) Mrs. F. Holland (ram) J. W. Jackson (cam)	Clay Ruckstuhl (ms)
MONROE 38,572 52,746-ABC-CZ	World (m ex Sat.) 17,693 Saturday edition Sat. 27,702 News-Star (e ex Sat.) 15,933 Combined daily (me) 33,626 World (S) 32,025	.... .18 .18	.... Flat Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w, $1.40mo) (The Branham Co.)	News-Star World Pub. Corp. Robert Ewing, Jr., (chairman of board) William H. Bronson, Pres.	James L. Ewing, IV (eep) Wm. G. Jasper (acting me)	Walter Hatton (ne) Paul Martin (sp)	Richard Hale (gm) H. B. Murdoch (cm)	Mrs. Irene S. Reid (ad) Mrs. Blanche Gates (cam)	Edmond G. Brown (pm) T. H. Roberts (ms D)
NEW IBERIA 16,467 16,467-ABC-CZ	Iberian (e ex Sat.) 4,156	.055	Flat	(I) (AP) (5¢d, 25¢w) (Botinelli-Kimball, Inc.)	Teche Pub. Co. M. A. Wolcott, Pub. James L. Wick, (Chm. of Board) Milton .. Wick, Pres.	M. A. Wolcott (eep-e) I. J. Wynn (me) Robert Wolcott (ce)	I. J. Wynn (sp) Virginia Minvielle (we)	M. A. Wolcott (gm-bm) Owen Neustrom (cm)	Wm. G. Wolcott (ad-mga-ram) Owen Neustrom (cam)	Owen Neustrom (apm) Dick Denlinger (ms)
NEW ORLEANS 570,445 664,727-ABC-CZ	Item (e ex Sat.) 105,343 Sunday edition (S) 107,691 Combined editions (eS) 213,034	.40 .40 .62	.35 .35 .54	(I) (NANA, UP) (5¢, 10¢S, 35¢w, $1.50 mo) (Sawyer-Ferguson-Walker Co.)	The Item Co. David Stern, 3rd, Pres.-Pub.	Lee Davis (eep) George Chaplin (e) Henri Wolbrette (ce)	Joe Morris (ne) Hap Glaudi (sp) Burdette Westfeldt (we)	Irvin M. Orner (gm) William R. Tracy (cm)	Hugo Heyns (ad) Jack W. Zaring (ram) W. A. Holloway (mga) Herman Obermayer (cam)	Irving Palby (pm) Luther Wright (ms)
	Times-Picayune (4) (m) 174,838 States (e ex Sat.) 97,445 Saturday edition (Sat.) 88,803 Combined daily (me) 271,283 Times-Picayune-States (S) 276,265 Evening and Sunday (eS) 373,710 Morning and Sunday (mS) 451,103	.... .68 .70 .88 1.05	.... .63 .65 .83 1.00	(I-D) (AP, CDN, INS) (5¢m-e, 15¢S, 45¢ w-m or e&S, $1.97 mo-m&S or e&S) (Jann & Kelley, Inc.)	The Times-Picayune Pub. Co. John F. Tims, Pres.	Harold P. McCall (eep-TP) Carl M. Corbin (e-St) Geo. W. Healy, Jr. (e-TP) Frank C. Allen (me-St) Arthur F. Felt, Jr. (ce-TP) Walter C. Cowan (ce-St)	James Harrison (ne-TP) Frank Norman (ne-ST) Chas. Wesch (Su) Wm. McC. Keefe (sp-TP) Harry Martinez (sp-St) Jacqueline Avegno (we-TP) Marie Louise Ferguson (we-St)	R. E. Gough (bm) Donald W. Coleman (cm)	Aubrey F. Murray (ad) Roland Ladreyt (mga) John Charlton (ram-TP) Nelson R. Swayze (ram-St) Hu B. Stephens (cam)	Martin Burke (pm)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

Metropolitan Shreveport . . .
$348,000,000 Isolated Market

Rich, isolated Metropolitan Shreveport ranks **second** in size and **first in** quality among Louisiana metropolitan markets. Consumer spendable income in 1954 totaled 348 million dollars. Over 244,00 people enjoy an average family spendable income of $4,890 per year. They enjoy spending it, too. For example, the average Shreveport family spent $790 last year for automobiles. Total retail sales were 238 million dollars.

Population in the Shreveport Metropolitan Area increased more than 5% last year and the city is benefiting from the largest building program in its history.

The Shreveport Times and Shreveport Journal offer you the **only effective newspaper coverage of the Shreveport Metropolitan Market.** No overlapping or duplication of circulation from other markets on your media list. One schedule in the Times and Journal — one major metropolitan market thoroughly covered.

CIRCULATION:

M & E	132,783
MORNING	80,859
EVENING	51,924
SUNDAY	95,190

(ABC publisher's statement for six months ending 9/30/54)

DATA SOURCE: 1955 SRDS CONSUMER MARKETS

(NEWSPAPER PRODUCTION COMPANY, Agent For)

The Shreveport Times—Shreveport Journal

✔ CHECK WITH THE BRANHAM MAN

IN NEW ORLEANS

because of this

The Times-Picayune
NEW ORLEANS STATES

79% daily coverage in city zone, even more on Sunday!

272,283 DAILY, 276,265 SUNDAY

Represented Nationally by Jann & Kelley, Inc.

A. B. C. Publisher's Statement, 6 mos. ending Sept. 30, 1954

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
OPELOUSAS 11,659 16,451-ABC-CZ	World (e ex Mon. and Sat.) ⓐ 8,478 Sunday edition (S) ⓐ 8,573	.08 .08	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w, $1.05mo) (Mid-South Dailies)	World News Co., Inc. John R. Thistlethwaite, Pres.-Pub.	John R. Thistlethwaite (eep-e) Edgar deLesseps (me) Lillian Bourdier (ce)	John R. Thistlethwaite (ne-sp) Edgar deLesseps (Su) Fred Bandy (sp) Lillian Bourdier (we)	Hugh W. Thistlethwaite (gm-bm) Al LaGrange (cm)	Griffin Gomez (ad-mga-ram) Rena Hargroder (cam)	Griffin Gomez (pm-apm) James F. Bailey (ms)
RUSTON 10,372	Leader (e ex Sat.) 3,125	.06*	Flat	(I-D) (UP) (J) (5¢, 75¢ mo) (Newspapers South, Inc.)	Leader Publishing Co., Inc. C. E. Faulk, Jr., Pres.-Pub.					
	*Rate includes insertion in weekly (Thursday) issue, circulation 1,975.									
SHREVEPORT 127,206 158,401-ABC-CZ	Journal* (e) ⓐ 51,924	.29	Flat	(D) (AP) (5¢, 25¢w, $1.10d.o.) (The Branham Co.)	The Journal Pub. Co., Inc. D. Attaway, Pres.-Pub.	Geo. W. Shannon (e) D. F. Attaway (me) C. B. Williams (ce)	Otis Harris (ne-sp) Rose Margaret Harton (we)	D. Attaway (gm) T. R. Grafton (bm) Mrs. M. Soloman (cam)	M. D. Nicholson (circ. dir.) Hayden Van Hoose (ad) Tom Huddleston (mga) J. H. Bosley (ram) Israel Weinstein (cam)	Mike Mulligan (pm) Frank Budde (apm) Gordon Elrod (ms)
	Times* (m) ⓐ 80,859 Sunday edition (S) ⓐ 95,190 Combined daily (me) ⓐ 132,783	.30 .30 .40	Flat Flat Flat	(I) (AP, INS, UP, NANA) (5¢, 15¢S, $1.50mo) (The Branham Co.)	The Times Pub. Co. Ltd. William H. Bronson, Pres.-Pub.	Chas. A. Hazen (me) Donald M. Ewing (asso. e) Al Hewitt (ce)	Alfred Hewitt (se) Jack Fiser (sp) Mrs. Viva Begbie (we)	L. A. Mailhes (gm) G. S. Pasquier (bm)		
	NOTE: Completely independent and competitive newspapers are published by separate corporations, The Journal Publishing Company, Inc., and The Times Publishing Company, Ltd. Newspaper Production Company, as agent for both publishing Companies, operates advertising, circulation, accounting and mechanical departments, the personnel of which follows: D. Attaway, Chairman of Board; William H. Bronson, President and General Manager; T. R. Grafton, Vice-President and G. S. Pasquier, Secretary and Treasurer.									

MAINE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUGUSTA 20,913 25,339-ABC-CZ	Kennebec Journal (m) ⓐ 12,688	.10	Flat	(I) (AP) (J) (5¢, 35¢w, $1.50mo) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Guy P. Gannett, Pres. Roger C. Williams, Pub.	Paul S. Plumer (e-me)	Raymond J. Siegler (ne) Ruth Henderson (we)	Ed Byron (gm) Horace Colburn (bm) Richard J. Tobey (cm)	Chas. A. Tinckam (mga) John A. Conant (cam)	Edwin H. Smart (ms)
BANGOR 31,558 54,961-ABC-CZ	News (m ex Sat.) ⓐ 70,151 Sat.-Sun. Edition (Sat.-S) ⓐ 73,599	.26 .28	Flat Flat	(I) (AP) (6¢, 36¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Bangor Pub. Co. Mrs. Lillis T. Jordan, Pres.-Pub.	Delmont Dunbar (eep) Kalil Ayoob (ce)	Bud Leavitt, O. Osborne (co-sp) Nelle C. Penley (we)	Frank L. Ames (gm) Robt. E. Kiah (bm-cm)	Andrew J. Pease (ad) Geo. W. Browne (mga) Frederick B. McAlary (ram)	Jack Moran (pm) Raymond J. Cox (ms)
	Patriot (e)*	.10	Flat	(I) (UP) (Bottinelli-Kimball, Inc.)	Patriot Publications M. F. Bourjaily, Pub.	M. F. Bourjaily (e)	Ralph Long (ne) Pauline York (we)	Robert May (cm) James Ruhlin (com)	William Smith (ad) June Holland (cam)	William Smith (apm)
	*Est. Sept. 8, 1954.									
BATH 10,644	Times (e) 3,082	.07	Flat	(R) (AP) (J) (5¢, 35¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The Times Co. F. B. Nichols, Pres.-Pub.	H. C. Webber (eep-e) F. B. Nichols (me) I. A. Trueworthy (ce)	Robert Huse (sp)	F. B. Nichols (gm) M. D. Avery (cm)	Barbara Hull (cam)	
BIDDEFORD 20,836	Journal (e) 8,546	.08	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Journal Pub. Corp. Leo Joncas, Pres.-Pub.	Timothy J. Mahoney (e) Elston P. Ingalls (ce)		Alfred H. Stimpson (cm)	Leo Joncas (mga) Paul Casavant (ram)	Harry Horsfield, Joseph Bouchard (ms)
LEWISTON-AUBURN 40,974—Lewiston 23,134—Auburn 64,108-ABC-CZ	Sun (m) ⓐ 30,846 Journal (e) ⓐ 15,544 Combined daily (me) ⓐ 46,390	.... .17	.... Flat	(I) (I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Lewiston Daily Sun, Inc. Louis B. Costello, Pres.	Edw. L. Penley (eep-Sun) Daniel S. Dexter (eep-J) A. Kent Foster (ce-Sun) Lionel A. Lemieux (ce-J)	J. P. Toomey (ne-Sun) E. T. Barron (ne-J) Ted Taylor (sp-Sun) N. S. Thomas (Sp-J) Edith Thayer (we-Sun) Margaret M. Mitchell (we-J)	Russell H. Costello (gm) Q. A. Whittier (asst. gm-cm)	Roger Fontaine (mga-ram-cam)	
PORTLAND 77,634 119,942-ABC-CZ	Press-Herald (m) ⓐ 48,118 Express (e) ⓐ 30,986 Combined daily (me) ⓐ 79,104 Sunday Telegram (S) ⓐ 94,348	.... .28 .30	.... Flat Flat	(I-R) (AP,UP) (5¢, 20¢S, 35¢w-d, $1.50 mo-d) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Dwight Sargent (eep-PH-Tel) Edward Carlson (eep-Exp) F. E. Cousins (me-Exp) Ernest Chard (me-PH) Robert B. Beith (exec. e) William Chapin (ce-PH) Delma Galbraith (ce-Exp)	Richard H. Woodbury (Su) Blaine Davis (sp-PH-Tel.) Stanley Jones (sp-Exp) Jeanett Pomeroy (we)	Laurence H. Stubbs (gm) Charles W. Weaver, Jr. (asst. bm) Hayden T. Davis (cm)	G. A. Kilbride (ram-mga) J. S. Malzard (cam)	Robert H. Collins (pm) G. F. Marshall (ms)
WATERVILLE 18,287 24,979-ABC-CZ	Sentinel (m) ⓐ 17,568	.11	Flat	(I) (AP) (6¢, 40¢w) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Caleb A. Lewis (eep-e) Robert Drake (me) Clayton Laverdiere (ce)	Harland Durrell (sp) Elizabeth Carter (we)	Howard N. Gray (gm) Anson Story (cm)	Howard N. Gray (ad) Carl Croce (mga-ram-cam)	Alfred Boucher (pm) Carl G. Croce (apm) Dwight French (ms)

MARYLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNAPOLIS 25,104 (Incl. area annexed 1-1-51) 36,350-ABC-CZ	Capital (e) ⓐ 7,251	.10*	Flat	(I-D) (AP) (J) (5¢, 30¢w, $1.30mo) (Shannon & Associates, Inc.)	The Capital-Gazette Press, Inc. Talbot T. Speer, Pres.-Pub.	R. H. Elliott (eep-e) E. M. Jackson, Jr. (me) James B. Graham (ce)	Dorothy Dunbar (ne) Hymy Cohen (sp) Mrs. Christina Gross (we)	E. M. Jackson, Jr. (gm-bm) Mrs. Rosemary Wells (cm) S. Chaplin Davis (com)	Benjamin Ponemon (ad) Charles W. Morrison (ram) Mrs. Effie Trego (cam)	Elmer M. Jackson, Jr. (pm) Robert M. Crutchley (ms)
	*Rates includes insertion of same copy in Maryland Gazette (Thursday) same week. Circulation ⓐ 5,275.									
BALTIMORE 949,708 1,238,050-ABC-CZ	News-Post (3) (e ex Sat.) ⓐ 227,379 (Sat.) ⓐ 212,742 Sunday American (S) ⓐ 317,397	.65 ..... .75	Flat ..... Flat	(I) (AP, UP, INS) (5¢, 15¢S, 45¢w-e&S, $1.95mo-e&S) (Hearst Advertising Service)	Baltimore News American Div., Hearst Consolidated Publications, Inc. Wm. R. Hearst, Jr., Pres. Fred I. Archibald, Pub.	Harry Clark (me) Andrew Banks (ce)	Andrew Kirkpatrick (Su) Rodger H. Pippen (sp)	Nelson J. Quimper (asst. pub.) J. Stephen Becker (bm) Edward M. Sechtman (cm)	Marshall Trippe (ad) Roland Fox (mga) Earl F. Miller (ram) Theodore Davenport (cam)	Albert Adler (pm) J. Stephen Becker (ms)
	Sun (3) (m ex Sat.) ⓐ 186,719 Evening Sun (e ex Sat.) ⓐ 206,898 Combined daily (me) ⓐ 393,617 Saturday (m) ⓐ 178,105 Saturday (e) ⓐ 190,816 Combined Sat. (me) ⓐ 368,921 Sunday (S) ⓐ 313,072	.90 .90 .90 .90 .90 .90 .90 .90	.... Flat .... Flat Flat	(AP, NANA, RN) (*S) (5¢me, 15¢S, 30¢w-m or e, 60¢w-me&S) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	The A. S. Abell Co. William F. Schmick, Sr., Pres.	Hamilton Owens (ed-in-chief) Philip M. Wagner (e-am) Charles P. Ives (asso. ed.) Newton Aiken (e-pm) Charles H. Dorsey, Jr. (me-am) Philip S. Heisler (me-pm) Paul Banker (ce-am) Paul Broderick (ce-pm)	Burwell C. Snyder (ne-am) Vernon C. Sherwin (ne-pm) Harold Williams (Su) Jesse A. Linthicum (sp-am) A. Paul Menton (sp-pm)	Emmett P. Kavanaugh (bm) B. Herbert Reynolds (cm) Wm. A. Stone (com)	W. Spaulding Albert (ad) Carl W. H. Ganz (mga) Ernest C. Herrmann (ram) Walter C. Schmidt (cam)	C. Bruce Earnest (pm) Donald H. Patterson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CAMBRIDGE 10,351 11,647-ABC-CZ	Banner (e) ⊠ 5,024	.06	Flat	(I) (AP) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Arnold Daane, Pub.	Arnold Daane (eep-e) Elsie McNamara (me)	Maurice Rimpo (ne) Robert Layton (sp) Leila Smith (we)	Herman Stevens (gm-bm) Pauline Robbins (cm)	Herman Stevens (ad-mga-ram) Naneita Faulkner (cam)	Roland Frazier (ms)
CUMBERLAND 37,679 51,834-ABC-CZ	News (m) ⊠ 11,790	.....	.....	(I-R)	The Times & Allegan-ian Co. John J. McMullen, Pres.-Pub.	Paul R. Dillon (eep-T) John J. McMullen (me-T) A. Trago Brust (me-N) T. Donald Shires (ce-T)	J. Wm. Hunt (Su) J. Suter Kegg (sp-T) C. V. Burns (sp-N) Pauline McEvoy (we-N) Ann Dorsey (we-T)	John J. McMullen (gm) Jas. A. Black (bm) Jos. K. Mooney (cm)	Emma Moody (mga) John R. Wilkinson (ram) Edw. D. Finan (cam)	John R. Wilkinson (apm) Jos. K. Mooney (ms)
	Times (e) ⊠ 21,615	.....	.....	(I-D)						
	Combined daily (me) ⊠ 33,405	.19	Flat	(AP, INS) (6¢, 10¢S, 36¢w-d, 46¢w-d&S) (Story, Brooks & Finley, Inc.)						
	Sunday Times (S) ⊠ 29,516	.16	Flat							
FREDERICK 18,142 18,142-ABC-CZ	News (e) ⊠ 8,807	.....	.....	(I) (AP) (J) (3¢, 18¢w) (none)	Great Southern Ptg. & Mfg. Co. R. E. Delaplaine, Pres. R. E. and W. T. Dela-plaine, Pubs.	R. E. and W. T. Dela-plaine (me) Henry Dicker (ce-P) August T. Brust (ce-N)	Harry Herman (sp) Patricia M. F. Rosen-crantz (we)	R. E. and W. T. Dela-plaine (gm-bm) Louis E. Twentey (cm)	Wm. L. Brandenburg (mga) Edward F. Mull (ram)	W. S. Bennett (ms)
	Post (m) ⊠ 7,735	.....	.....							
	Combined daily (me) ⊠ 16,542	.08	Flat							
HAGERSTOWN 36,260 46,519-ABC-CZ	Herald (m ex Sat.) ⊠ 8,789	.....	.....	(R) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Herald-Mail Co. Wm. P. Lane, Jr., Pres.	J. Garvin Hager (eep-e-me-M) Joseph M. Harp (eep-e-me-H) Richard Rauth (ce-M) Vernon Davis (ce-H)	Harry Warner (ne-H) George Rash (ne-M) Frank Colley (sp-H) Richard Kelly (sp-M)	C. Neill Baylor (gm-bm) Robert A. Lewis (cm)	A. Jay Schaff (ad) Jeanette V. McClain (mga) W. J. Santman (ram) Charles R. Jessop (cam)	Rodger Dansberger (ms)
	(Sat. m) ⊠ 7,821	.....	.....							
	Mail (e ex Sat.) ⊠ 17,444	.....	.....	(D)						
	(Sat. e) ⊠ 16,262	.....	.....							
	Herald-Mail (m&e) 28,233	.13	Flat							
	Comb. Sat. 24,083	.....	.....							
SALISBURY 15,141 15,141-ABC-CZ	Times (e) ⊠ 20,901	.09	Flat	(D) (AP,NANA) (5¢, 30¢w) (Story, Brooks & Finley, Inc.	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Oscar L. Morris (e-me) Royden S. Meise (c)	Richard L. Moore (ne) Ed. Nichols (sp) Helen J. Perry (we)	G. Gordon Strong (gm) Edn F. Hearne (bm) Harry F. Kline (cm)	Thomas D. Irvin (mga-ram) Howard E. Poole (cam)	Horace G. Truitt (ms)

MASSACHUSETTS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMESBURY 10,851—(Town)	News (e) 2,500*		Flat	(I-R) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Amesbury Pub. Co., Inc. Ernest R. Coffin, Pres.	Ernest R. Coffin (me)	.....	.....	William G. Coffin (ad)	.....
	*Sworn March 31, 1954									
ATHOL 11,554—(Town) 11,554-ABC-CZ	News (e) ⊠ 4,556	.05	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (none)	Athol Press, Inc. Edward T. Fairchild, Pres. Pub.	Edward T. Fairchild (eep-e) Harold D. Beaman (me-ce)	Harold D. Beaman (ne) A. J. Galinis (sp) Margaret A. Colton (we)	Richard J. Chase (bm) Raymond J. Lyons (cm)	Colin J. Cruickshank (mga-ram) Richard J. Chase (cam)	M. S. Benoit (ms)
ATTLEBORO 23,809 25,626 ABC-CZ	Sun (e) ⊠ 9,613	.09	.065	(I-R) (AP) (5¢, 30¢w) (Small, Brewer and Kent, Inc.)	Sun Pub. Co. Charles C. Cain, Jr., Pres.-Pub.	C. D. Roberts (e-me) Frank Feeney (ce)	Louis Rushlow (sp) Ethel I. Macdonald (we)	Chas. C. Cain, Jr. (gm) Russell Gifford (cm)	John F. Carty, Jr. (ad-mga) George Race (ram) Margaret Corrigan (cam)	Russell Gifford (pm) John F. Carty, Jr. (apm)
BEVERLY 28,884 28,884-ABC-CZ	Times (e) ⊠ 6,736	.09	.07	(R) (INS) (5¢) (none)	Times Pub. Corp. Laurance S. Hovey, Pres. Lewis R. Hovey, Pub.	Lewis R. Hovey (eep-e) Carleton B. Hovey (me) John Conley (ce)	John Burke (sp) Mrs. Hazel Davenport (we)	Laurance S. Hovey (gm-bm) Joseph Moore (asst. cm)	Laurance S. Hovey (ad-mga) Marjorie MacDonald (ram) Joseph Moore (cam)	Timothy J. Hayes (pm) John Stewart (ms)
BOSTON 801 444 2,101,044-ABC-CZ	American (6) (e ex Sat.) ⊠ 185,401	....	.....	(INS,AP) (5¢m or e, 20¢S, 30¢w-m or e, $1.25mo-m or e, $1.00mo-S) (Hearst Advertising Service)	The Hearst Corp. R. E. Berlin, Pres. H. G. Kern, Pub.	George Brady (eep) Win Brooks (me-A) Jas. P. Murphy (me-R) Sam Bornstein (me-Sun. Adv.) John H. Noonan (ce-A) C. Edward Holland (ce-R)	Wm. Laubenstein (ne-A) Arthur Good (ne-R) Sam Bornstein (Su) Herbert Finnegan (sp-A) Sam Cohen (sp-R) Betty Alden (we-A)	James H. McGaffigan (bm) Charles Mungie (cm)	Ernest Holtyzer (ad) Frank E. Dunn (mga) James A. King (ram) Ralph J. Meyers (cam)	Ernest Butt (pm-apm) Henry Young (ms)
	Saturday edition (Sat.) ⊠ 154,719	....	.....							
	Record (m ex Sat.) ⊠ 397,884	....	.....							
	Saturday edition (Sat.) ⊠ 379,725	....	.....							
	Combined daily (me) ⊠ 583,285	.85	Flat							
	Sunday Advertiser (S) ⊠ 547,691	.95	Flat							
	Christian Science Monitor (15) (e) ⊠ 165,872	1.00		(I) (AP,RN) (5¢) (direct*)	The Christian Science Pub. Society John H. Hoagland, Manager	Donovan Richardson (eep) Erwin D. Canham (e) Paul S. Deland (ae) Courtney R. Sheldon (ce)	Webster J. Morse (sp) Saville Davis (Amer. ne) Joseph Harrison (For. ne)	H. Phelps Gates (cm)	M. Alvah Blanchard (ad) Norman S. Sweetland (nat. ad)	Herbert T. Stanger (prod. mgr.)
	*Branch Offices in New York, Washington, D.C., London, Paris, Cleveland, Philadelphia, Chicago, Detroit, St. Louis, Kansas City, Los Angeles, Portland, Ore., San Francisco, Seattle.									
	Globe (7) (m ex Sat.) ⊠ 126,123	1.25	.....	(I) (AP, UP, NYHT, RN, CDN) (*S) (5¢, 20¢S, 50¢w) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	Globe Newspaper Co. Wm. O. Taylor, Pres.-Pub.	Wm. O. Taylor (e) Laurence L. Winship (me) Alfred J. Monahan (dce) Alexander J. Haviland (nce)	Daniel J. O'Brien (Su) Jerry Nason (sp) Marjorie Watts Sherman (we)	Wm. Davis Taylor (gm) P. J. Flaherty (bm) Fred J. O'Neal (cm)	John F. Reid (ad-mga) Andrew Dazzi (cam)	Robert L. M. Ahern (rd) John I. Taylor (pm)
	Saturday edition (Sat.) ⊠ 118,386	.....	.....							
	(e ex Sat.) ⊠ 152,029	.....	.....							
	Saturday edition (Sat.) ⊠ 120,964	.....	.....							
	Combined daily (me) ⊠ 278,152	.85	Flat							
	Sunday edition (S) ⊠ 365,736	.95	Flat							
	Evening and Sunday (eS) ⊠ 517,785	1.25	Flat							
	Herald (m ex Sat.) ⊠ 130,559	.....	.....	(AP,UP, NYT) (*S) (J) (5¢, 15¢S) (Geo. A. McDevitt Co. and Hal Winter Co. (Florida).	Boston Herald-Traveler Corp. Sidney W. Winslow, Jr., Pres. Robert B. Choate, Pub.	Robert B. Choate (e) Geo. E. Minot (me-H) William G. Gavin (me-T) Donald T. Ross (ce-H) Hal Clancy (ce-T)	Joseph Crowley (ne-T) Edward Costello (sp-H) Arthur Siegal (sp-T) Alison Arnold (we-H) Rosamond Wheeler (we-T)	Robert B. Choate (gm) Wm. Baumrucker, Jr. (bm) Benjamin L. Moltman (cm)	Daniel B. Ruggles (ad) Paul S. Roberts, Jr. (mga) Earl M. Dempsey (ram) Robert Farren (cam)	Reginald F. W. Tranter (ms)
	Saturday edition (Sat.) ⊠ 116,502	.....	.....							
	Traveler (e ex Sat.) ⊠ 196,593	.....	.....							
	Saturday edition (Sat.) ⊠ 141,865	.....	.....							
	Combined daily (me) ⊠ 327,152		Flat							
	Sunday Herald (S) ⊠ 248,071	.65	Flat							
	Evening and Sunday (eS) ⊠ 444,664	.95	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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BOSTON —Continued	Post (6) (m ex Sat.) 285,839 Saturday edition (Sat.) 263,870 Sunday edition (S) 230,930 Morning and Sunday (mS) 516,769	.80 .80 .65 1.15	Flat Flat Flat Flat	(I-D) (AP, DJ, CT-NYN) (5¢, 20¢S, 30¢w-d, 45¢w-d &S) (Kelly-Smith Co.)	Post Pub. Co. John Fox, Pres.-Pub.	John Griffin (ed-in-chief) J. J. McManus (me) John S. Mannion (ce)	A. L. MacKenzie (Su) Wil Cloney (sp) Rose A. Walsh (we)	McHenry Browne (gm) James H. Davis (cd) Francis Sullivan (com)	Morris B. Kent (ad) Thomas Herald (acting mga) Joseph E. Manion (ram) Richard L. Treat (cam)	Mark Finley (pm) Stanley Day (ms)
BROCKTON 62,860 62,860-ABC-CZ	Enterprise & Times (e) 40,923	.16	Flat	(AP, UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Enterprise Pub. Co. Chas. L. Fuller, Pres.	K. P. Dalton (eep) Robert E. Riordan (ce)	Jos. A. Messier (ne) Victor C. Dubois (sp)	Charles L. Fuller (gm-bm) Howard Smith (cm)	Arthur H. Dunford (nat. ad) Wm. F. Hallisey (ram)	M. L. Belcher (ms)
CAPE COD (Hyannis P. O.) 10,480 Barnstable (Town)	Cape Cod Standard-Times (e) 13,621* *March 31, 1954	.10	Flat	(I) (UP) (3¢, 18¢w, 78¢ mo) (Johnson, Kent, Gavin and Sinding, Inc.	E. Anthony and Sons, Inc.	John H. Rogers (e) Newell A. Avery (me) Norman Manson (ce)	Sol A. Shwartz (sp) Jean Crocker (we)	A. C. King (bm) Glenn McCurdy (cm)	Robert D. Wilkinson (ad) Mrs. Marjorie Horacek (cam)	
CHELSEA 38,912	Record (50) (e) 5,297	.07	.05	(I) (5¢, 28¢w) (none)	Chelsea Evening Record, Inc. Herbert D. Hancock, Pres.	Francis J. Dowd (ce)	William Siegal (sp)	Herbert D. Hancock (gm) Philip H. Carroll (cm)	Franz D. Wolff (ad) Jeanne Hyde (cam)	Benjamin Zaiger (ms)
CLINTON 12,287 12,287-ABC-CZ	Item (e) 3,294	.05	.04	(I) (INS) (J) (4¢, 25¢w, $1.00mo) (Julius Mathews Special Agency, Inc.)	The W. J. Coulter Press, Inc. C. C. Coulter, Pres.-Pub.	O. L. Stone (eep-e) C. H. Coulter (me)	O. L. Stone (ne)	C. C. Coulter (gm-bm)	C. H. Coulter (ad)	
FALL RIVER 111,963 111,963-ABC-CZ	Herald News (e) 39,447	.16	Flat	(I) (AP, UP, INS) (7¢, 40¢w, $2.00mo) (Kelly-Smith Co.)	Fall River Herald News Pub. Co. C. E. Sevigny, Pres. E. J. Delaney, Pub.	E. J. Delaney (e) A. A. Dube (ce)	T. K. Brindley (ne) F. J. McGrath (sp)	C. E. Sevigny (gm) G. E. Sullivan, Jr. (cm)	T. A. O'Donnell (ad-mga-ram) M. Modlowski (cam)	
FITCHBURG 42,691 42,691-ABC-CZ	Sentinel (e) 15,164	.09	Flat	(I-R) (AP) (5¢, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Sentinel Ptg. Co. George H. Godbeer, Pres.	George H. Godbeer (e-me) Sumner G. Kean (ce)	John Connelly (sp)	George H. Godbeer (gm) Elliot G. Wellington (cm-bm)	Allan C. Inman (mga) L. Gunnar Boring (cam)	Glendon S. Magoon (ms)
FRAMINGHAM 28,086	News (e) 10,550	.07	Flat	(I) (INS) (5¢, 35¢w, $1.40mo) (Johnson, Kent, Gavin & Sinding, Inc.)	News Pub. Co. James E. MacPherson, Pres.-Pub.	Raymond J. Callahan (e)		Robert G. MacPherson (gm-bm-cm)	Robert G. MacPherson (ad) Leon T. Sheltry (ram) Mrs. Harrington (cam)	
GARDNER 19,581	News (e) 6,588	.06	Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)		Alfred J. Abbott (me-ce)	T. F. Flynn (sp)	Harry D. Hardy (bm) C. R. Carlson (cm)	Harry D. Hardy (mga-ram)	A. J. Lajoie (ms)
GLOUCESTER 25,167 29,398-ABC-CZ	Times (e) 8,769	.07	Flat	(I-R) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip S. Weld, Pub.	Paul B. Kenyon (e)	Rose E. Nicolosi (we)	Leonard Gibson (bm) Ralph W. Gibbs (cm)	Alexander N. Stoddart (ad)	Alexander N. Stoddart (pm) Samuel R. Furtado (ms)
GREENFIELD 17,349 27,348-ABC-CZ	Recorder-Gazette (e) 12,390	.09	Flat	(I-R) (AP) (5¢, 35¢w) (Gilman, Nicoll & Ruthman)	Recorder Pub. Corp. Howard C. Rice, Pres. H. Irving Jenks, Pub.	Harold E. Le Vanway (eep-e-me) Robert P. Dolan (ce)	Wayne A. Smith (ne) Robert P. Dolan (sp) Lucille B. Meader (we)	H. Irving Jenks (gm-bm) Delmar P. Magoon (cm)	John J. Broughan (ad-mga-ram)	John J. Broughan (apm) Delmar P. Magoon (pm)
HAVERHILL 47,280 52,424-ABC-CZ	Gazette (e) 18,794	.10	Flat	(I) (UP) (5¢, 35¢w) (Ward-Griffith Co., Inc.)	The Haverhill Gazette Co.	William H. Heath (eep-e) J. J. Moran (ce)	E. A. Benner (ne) Walter Ryan (sp) Eva Brooks Flinn (we)	Geo. W. McLaughlin (bm) Joseph A. Fareta (cm)	Geo. W. McLaughlin (mga-ram) Forrest E. Pettengill (cam)	W. H. Heath (ms)
HOLYOKE 54,661 114,017-ABC-CZ	Transcript-Telegram (e) 25,899	.13	Flat	(I-R) (AP, UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Holyoke Transcript-Telegram Pub. Co. Inc. William Dwight, Pres. Mrs. W. G. Dwight, Ed.-Pub.	Mrs. W. G. Dwight (eep-e) William Dwight (me) Richard J. Murphy (ce)	M. Stanley McIntyre (ne) William F. Keating (sp) Mrs. Geo. E. Bricks (we)	Arthur Ryan (gm-bm) Albert J. Stoeckel (cm)	H. M. Healy (ad-ram) Catherine T. McCann (mga) Bert J. Murphy (cam)	H. M. Healy (pm-apm) Frank Downey (ms)
HUDSON	Hudson Sun and Marlboro Enterprise sold in combination. See Marlboro listing.									
HYANNIS	See Cape Cod.									
LAWRENCE 80,536 125,935-ABC-CZ	Eagle (m) 3,056 Tribune (e) 34,905 combined daily (me) 37,961	.18 .18 .18	Flat Flat Flat	(I) (AP, INS)(J) (3¢m, 5¢e, 19¢w-m, 30¢w-e, 80¢mo-m, $1.25 mo-e) (Ward-Griffith Co., Inc.)	Eagle-Tribune Pub. Co. Irving E. Rogers, Pres.-Pub.	Joseph A. Reynolds (eep) John A. O'Hearn (me) Allan B. Rogers (asst. me) Frederick B. Cole (ce-Eagle) John F. Dowd (ce-T)	Wm. C. Ferguson (sp) Mary V. Doyle (we)	Irving E. Rogers (gm) Wm. F. Lucey (bm) Irving E. Rogers Jr., (asst. me) Paul C. Abbott (cm)	John P. S. Doherty (ad-mga-ram) Edwin J. Watts (cam)	
	Sunday Sun (S) 9,158	.085	Flat	(I-R) (UP) (10¢) (none)	Lawrence Publications, Inc. John P. S. Mahoney, Jr., Pub.		William Collins, Jr. (sp)	David Shack (cm)	Frank A. McPhee (ad) Mrs. Rita M. Fionte (cam)	
LEOMINSTER 24,075	Enterprise (e) 4,882	.06	Flat	(I) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Leominster Enterprise Co. Robert H. James, Pres.	Clinton P. Rowe (eep-e-me-ce)	Clinton P. Rowe (ne) Walter I. Deacon (sp)	William James (gm-bm) Robert James (cm)	Malcolm B. Johnson (ad-mga-ram) Robert H. James (cam)	Malcolm B. Johnson (pm) Alfred H. Wilson (ms)
LOWELL 97,249 131,201-ABC-CZ	Sun (e) 40,726 Sunday edition (S) 27,559	.24 .20	.19 .15	(I) (INS) AP, UP) (5¢, 15¢S, 45¢w-d&S, $1.30 mo) (*S) (Story, Brooks & Finley, Inc.)	Lowell Sun Pub. Co. Thomas F. Costello, Pres.	Thomas F. Costello (eep-e) Clement C. Costello (exec. e) David F. Connors (me) Charles Sampas (ce)	D. F. Connors (ne) Charles D. Harrington (Su) G. F. Sargent (sp) Anne Donaghoe (we)	Frank A. Lawlor (gm-bm) R. M. Harrington (cm)	Frank A. Lawlor (ad-mga) Wm. T. Fleming (ram-cam)	John F. Kenney (pm) Frank A. Lawlor (apm) Joseph Burns (ms)
LYNN 99,738 99,738-ABC-CZ	Item (e) 21,384	.13	Flat	(I) (AP) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Hastings & Sons Pub. Co. Mrs. Wm. Kimball, Pres. Ernest W. Lawson, Pub.	Charles E. Gallagher (eep-me) James T. Hashian (ce)	Vincent P. O'Brien (ne) Edward H. Cahill (sp) Hazel Anderson (we)	Ernest W. Lawson (gm) James T. Kelly (cm)	Peter Gamage (ad) Natalie Pitman (mga) O. H. Austin (ram) James T. Kelly (cam)	Ernest W. Lawson (pm-apm)
	Telegram-News (e) 20,989 Sunday edition (S) 22,436	.13 .14	Flat Flat	(D) (UP) (5¢, 20¢S, 50¢w-d&S, $2.15 mo) (Reynolds-Fitzgerald, Inc.)	Lynn Telegram, Inc. Frederick W. Enwright, Pres.-Pub.	Jacob Finkle (eep-e-me) Elmer Widell (ce)	Jacob Finkle (ne-Su) J. F. Williams (sp) Mary S. King (we)	Frederic Gluck (gm-bm) William Berube (cm)	Frederick Gluck (ad-mga-ram) Eleanore V. Enwright (cam)	Eleanore V. Enwight (pm-apm) Joseph Newton (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MALDEN 59,804	News (e) 9,958	.09	.06	(I) (5¢, 35¢w, $1.40 mo)	Malden Publications Inc. John A. Volpe (Pres.) David Bruckman (Pub.)	David Bruckman (e) Samuel Saywad (ce)	Tom Kenney (sp) Ruth Clow (we)	David Bruckman (gm) Arthur MacDonald (cm)	Howard G. DeWolf (ad-ram-cam)	Norman Morrison (apm)
MARLBORO 15,756	Enterprise* (e) 5,285† .07 Combined edition (e) 7,323† .07	Flat Flat		(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Enterprise Press, Inc. John E. Rice, Pres. Dustin S. Lucier, Pub.	W. H. Laverdure (ce-ne) Bernard J. Kane (me)	Robert Pryor (sp) Blanche Walker (we)	Bernard J. Kane (gm) Nellie Jones (bm) Albert Beaudreau (cm)	Amos R. Morin (ad-mga) Helen Pollard (cam)	Harvey Morse (ms)
	*Sold in combination with Hudson Sun. Also sold in combination with Acton, Bedford, Concord, Maynard and Sudbury Weekly Enterprises at .05 per line extra. †Sworn March 31, 1954.									
HUDSON 8,211	Sun (e) 2,038* Combined edition (e) 7,323 .07*	 Flat		(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Hudson Daily Sun Company John E. Rice, Pres. Dustin S. Lucier, Pub.	Robert Wilcox (eep-e-me-ce)	Robert H. Wilcox (ne-sp) Ethelyn Coolidge (we)	John H. Burke (gm) Nellie M. Jones (bm) Albert Beaudreau (cm)	John H. Burke (nat. ad mgr) R. H. Wilcox (ram) Ethelyn Coolidge (cam)	John H. Burke (apm) Harvey Morse (ms)
	*Hudson Sun and Marlboro Enterprise are sold only in combination. Also sold in combination with Acton Weekly Enterprise; Bedford Weekly Enterprise; Concord Weekly Enterprise; Maynard Weekly Enterprise and Sudbury Weekly Enterprise, combined total circulation 4,700, at .05 per line extra.									
MEDFORD 66,113	Mercury (e ex Sat.) 6,624	.08		Flat (I) (INS) (5¢, 29¢w) (none)	Medford Publications Inc. John A. Volpe, Pres. David Brickman, Pub.	David Brickman (eep-e) Philip Scheier (ce)	Philip Scheier (ne) Alfred Frezza (sp) Esther Engelman (we)	David Brickman (gm) Howard G. DeWolf (bm)	Howard G. DeWolf (ad-mga-ram)	Howard G. DeWolf (apm)
MILFORD 15,442	News (e) 7,021	.07		Flat (I) (INS) (5¢, 32¢w) (Julius Mathews Special Agency, Inc.)	Milford Daily News Co. Wm. F. Wright Pres.-Pub.	Geo. Billings (eep-e) Edwin Gaskill (ce)	Stanley Jones (sp)	William F. Wright (gm) Chas. Miller (bm)	Wm. F. Wright (mga) Chas. Miller (ram)	Chas. Tomase (ms)
NEW BEDFORD 109,189 133,299-ABC-CZ	Standard-Times (e) ABC 60,188 Sunday edition (S) ABC 50,824	.23 .19		Flat (I) (AP, UP, INS) (*S) (5¢, 15¢S, 30¢w-d, 45¢w-d&S, $1.30 mo-d) (Story, Brooks & Finley)	E. Anthony & Sons Inc. Basil Brewer, V. P. Pub.	Charles J. Lewin (eep-e) J. Richard Early (me) John J. Flanagan, Jr. (ce)	John H. Ackerman (Su) George L. Patzer (sp) Mrs. Amantha A. Akin (we)	Charles J. Lewin (gm) Dan B. Gaylord (gbm) E. G. Otis (bm) Jeremiah J. Kelleher (cm)	Robert K. O'Neill (ad) Wendell D. Harbert (mga) William Almy, III (cam) James T. Mosher (apm)	.....
NEWBURYPORT 14,111 14,111-ABC-CZ	News (e) ABC 6,504	.06		Flat (UP) (5¢, 30¢w, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip Weld, Pres.-Pub.	Ned Brown (eep-e-me)	Bill Coltin (ne)	I. S. Arthur (gm-bm-cm)	Wm. L. Plante, Jr. (ad)	Walter S. Chase (ms)
NORTH ADAMS 21,567 41,024-ABC-CZ	Transcript (e) ABC 13,175	.10		Flat (I) (AP) (5¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Transcript Pub. Ass'n. James A. Hardman, Pub.	Jas. A. Hardman, Jr. (e) Philip A. Lee (me)	Thomas F. McShane (sp)	Robert Hardman (bm) John Shields (cm)	Edward J. Fallon (ad-mga-ram) William L. Graves (cam)	.....
NORTHAMPTON 29,063 31,242-ABC-CZ	Hampshire Gazette (e) ABC 12,673	.09		Flat (I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	H. S. Gere & Sons, Inc. Harriet W. DeRose, Pres.	Edw. J. O'Dea (ce)	.....	Harriet W. DeRose (gm)	Harriet W. DeRose (mga)	.....
NORTH ATTLEBOROUGH 12,146	Chronicle (e) 4,003*.	.06	.05	(I) (INS) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	North Attleboro Chronicle Co. Joseph W. Martin, Jr., Pres.-Pub.	Albert L. Martin (eep-ce) Charles F. Martin (me)	Albert L. Martin (ne-sp)	Chas. F. Martin (gm) Robert R. Sherman (bm) Chester Twardzicki (cm)	John Stallard (ad) John Stallard (ram) Chester Twardzicki (cam)	Robt. J. Chabot (ms)
	*Sworn March 31, 1954									
PITTSFIELD 53,348 60,714-ABC-CZ	Berkshire Eagle (e) ABC 27,538	.15		Flat (I) (AP, UP) (5¢, 30¢w, $1.35mo) (Julius Mathews Special Agency, Inc.)	Eagle Pub. Co. Donald B. Miller, Pres.-Pub.	Lawrence K. Miller (eep-e-me) Theodore Giddings (ce)	Kingsley R. Fall (ne) Roger O'Gara (sp) Mrs. Mary-Jane Gross (we)	Donald B. Miller (bm-gm) Joseph Cancilla (cm)	Miss Jennie La Dame (mga) J. B. Rabiner (ram) L. Warren Perkins (cam)	Kenneth L. Fawcett (ms)
QUINCY 83,835 139,686-ABC-CZ	Patriot-Ledger (e) ABC 37,681	.16		Flat (I) (AP, INS, UP) (5¢, 30¢w, $1.25mo) (Ward-Griffith, Inc.)	Geo. W. Prescott Pub. Co. G. Prescott Low, Pub.	John R. Herbert (e) Donald C. Wilder (ce)	Prescott E. Hobson (sp) Mabelle Fullerton (we)	C. M. Snyder (gm) Frank Geoghegan (cm)	Ed B. Scott (ad) Wolcott Edwards (mga) James A. Newsom (ram) Lucie A. Spicer (cam)	.....
SALEM 41,880 94,010-ABC-CZ	News (e) ABC 23,202	.14		Flat (I-R) (AP) (5¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Salem News Pub. Co.	James E. Fuller (ce)	.....	Donald M. Keyser (gm) Rita C. McGinness (cm)	Leonard F. Willey (ad) Frederick R. Lawson (mga)	.....
SOUTHBRIDGE 17,519—(Town)	News (e) 4,688	.075	.05	(I) (UP) (3¢, 18¢w, 75¢ mo) (none)	Southbridge Evening News, Inc. V. V. McNitt, Pres.-Pub. Frank McNitt, Asso. Pub.	V. V. McNitt (e)	Evelyn B. Norton (we)	V. V. McNitt (gm) B. S. Goodwin (cm)	George Mozley (ad-mga-ram-cam)	.....
SPRINGFIELD 162,399	Union (m) 75,372 News (e) 91,975 Combined daily (me) 167,347 Republican (S) 106,753	.... .40 .25	.... Flat Flat	(I) (AP, UP, NANA, INS) (*S) (5¢, 10¢S, 30¢w, $1.25mo) Peter Veronis (New York), George Cole (Chicago), Norman K. Reynolds (Boston), R. J. Birch & Co. (Pacific Coast)	Republican Pub. Co. Charles R. Meyrick, Pres.	Paul F. Craig (eep-me-U) Wm. M. Hatch (ce) Frank H. Kelly (eep-me-N) Geo. F. Hargraves (ce) Horace B. Hill (eep-R) Walter R. Graham (me-R)	Richard Husband (ne-N) Roger Sylvester (ne-U) Walter R. Graham (Su-sp)	Charles R. Meyrick (bm) Francis R. Fennessey (cm) Sidney R. Cook (com)	F. K. Watts (mga) J. Duggan (ram) John Mannix (cam)	John Cardinale (apm)
TAUNTON 40,109 40,109-ABC-CZ	Gazette (e) ABC 10,806	.08		Flat (I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Wm. Reed & Sons Co. Katharine R. Davol, Pres. William R. Reed, Pub.	William R. Reed (e) Robert H. Briggs (ce)	James T. Sullivan (ne) John A. Needs (sp)	William R. Reed (gm) Robt. W. MacGlashing (cm)	G. Donald Guthrie (ad)	Milton Reed (pm) William R. Reed (ms)
WAKEFIELD 19,633	Item (e ex Sat.) 5,603	.06	.04	(I-R) (J) (5¢, 28¢w, $1 mo) (none)	Wakefield Item Co. Emma B. Dolbeare, Pres. Cyrus M. Dolbeare, Pub.	Cyrus M. Dolbeare (e) Robert G. Reed (me) Allston Van Wagner (ce)	Robert G. Reed (ne-sp) Janet Wass (we)	Cyrus M. Dolbeare (gm-bm) Norman D. Sproul (com)	Richard W. Baker (ad-mga) Frank J. Dugan (ram) Louise E. Lake (cam)	Richard B. Dolbeare (ms)
WALTHAM 47,187 47,187-ABC-CZ	News-Tribune (e) ABC 13,413	.09		Flat (I-R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Waltham Pub. Co. Jas. L. Connelly, Pres. Alexander T. Skakle, Pub.	Alexander T. Skakle (e) Thos. J. Murphy (me) William B. Hay (ce)	Francis H. Murphy (sp) P. May Cabeceiras (we)	Alexander T. Skakle (gm) Joseph M. Kohler (bm) James L. Connelly (cm)	John A. Skakle (mga-ram-cam)	Arthur M. Kohler (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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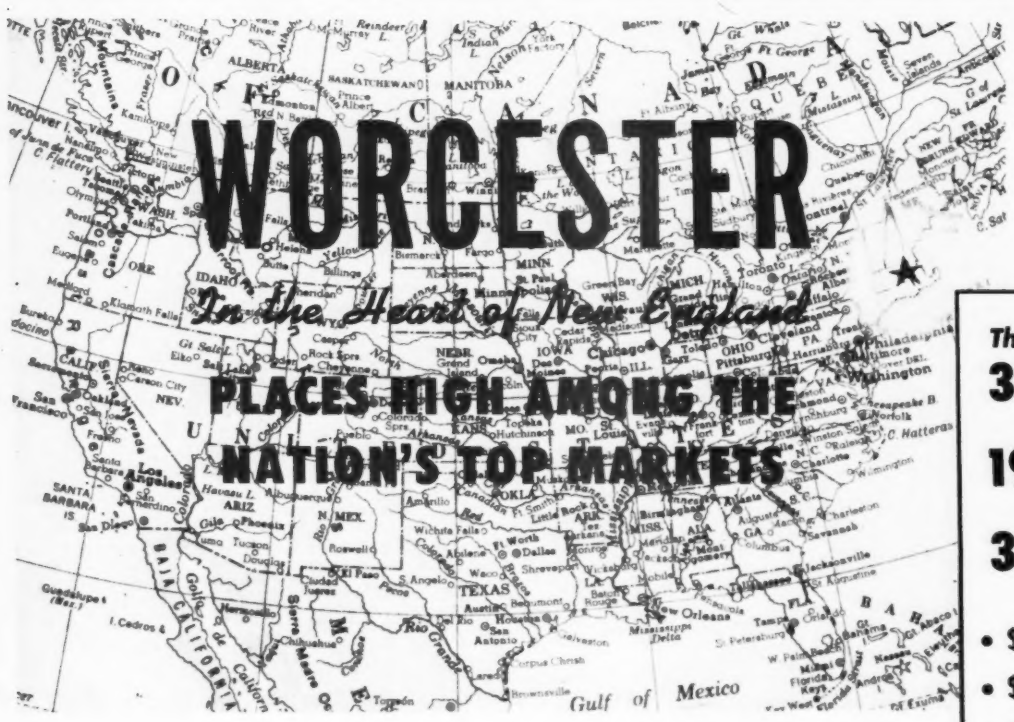
WOBURN 20,492	Times (e) 6,000	.06	.05	(I) (INS) (J) (5¢, 25¢w, $1.00mo) (Julius Mathews Special Agency, Inc.)	Woburn Daily Times, Inc. J. D. Haggerty, Jr. Pres.-Pub. Paul L. Haggerty, Co-Pub.	M. J. Curran (eep-ce) James D. Haggerty, Jr. (e) P. L. Haggerty (me)	James D. Haggerty, Jr. (ne) Robert L. Varey (sp) Mrs. Joan McGowan (we)	J. D. & P. L. Haggerty (gm-bm) Charles J. Riley (cm)	J. D. Haggerty, Jr. (ad) Wm. Shaughnessy (mga-ram) William Howe (cam)	Pierre La Bonte, Jr. (pm-apm) Italo Galante (ms)
WORCESTER 203,486 256,888-ABC-CZ	Telegram (1) (m) ⓦ 55,423 Gazette (e) ⓦ 101,022 Combined daily (me) ⓦ 156,445 Telegram (S) ⓦ 103,999	.... .46 .35	.... .41 .30	(R) (AP, INS) (5¢, 20¢S, 30¢w-d, $1.35 mo-d, 90¢mo-S) (I) (AP, INS, RN, UP) (5¢, 20¢S, 30¢w-d, $1.35mo, 90¢mo-S) (Moloney, Regan & Schmitt, Inc.)	Worcester Telegram Pub. Co., Inc. Harry G. Stoddard, Pres. George F. Booth, Pub.	George F. Booth (e)... Forrest W. Seymour (asso. e) M. H. Williams (exec. e) F. P. Murphy (me-T) Ayton F. Smith (me-G) R. LaRocque & A. Alfred Marcello (ce-T) Stephen D. Donahue (ce-G)	Carl W. Erickson (ne-T) Wm. F. Holland (ne-G) Frederick L. Rushton (Su) Leroy J. Mumpton (sp-T) Edward W. Scannell (sp-G) Agnes M. Drummond (we-T&G)	Howard M. Booth (gm).... R. C. Steele (bm) Manuel Berman (cm-cty) Hilding C. Peterson (cm-state) Gordon A. O'Brien (com)	F. R. Twiss (ad)..... Kenneth L. MacMannis (mga) Leland J. Adams (ram) Wm. J. Dixon (cam)	Walter F. Hopkins (pm) Leland J. Adams (apm) Alfred S. Arnold (Prod. Mgr.) William Weinrich (ms)

MICHIGAN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ADRIAN 18,393 18,393-ABC-CZ	Telegram (e) ⓦ 17,554	.125		Flat (I) (AP) (5¢, 30¢w, $1.30mo) (Allen-Klapp Co.)	Stuart H. Perry, Pub...	Donald L. Frasier (e) Hoig L. Gay (me)	Willard Books (sp)..... Madge Millikin (we)	H. F. Bailey (gm)..... R. D. Benedict (cm)	Edward E. Porter (ad) Rex L. Riley (cam)	A. Scott Mills (apm) Dick Martinson (ms)
ALBION 10,406	Recorder (e) 3,575	.05		Flat (I) (UP) (J) (6¢, 30¢w) (Scheerer & Co.)	The Recorder Press Co. J. C. Bedient, Pres.-Pub.	George Mather (eep-e)	George Mather (ne)..... Norman Sparks (sp) Miss Betty Bradford (we)	Blair Bedient (ad-ram)...	Blair Bedient (mga-cam)	George Keyes (ms)
ALPENA 13,135 13,135-ABC-CZ	News (e) ⓦ 7,708	.08		Flat (I) (UP) (7¢, 35¢w) (Theis & Simpson Co., Inc.)	Alpena News-Pub. Co. John Emmet Richards, Pres.-Pub.	Patrick C. Richards (e) Ray McCallum (ce) (me)	.....	Phil Richards (gm) ..... B. R. Lamp (cm)	Robert Ruth (ad) Betty Crawford (cam)	.....
ANN ARBOR 48,251 53,552-ABC-CZ	News (e) ⓦ 23,130	.14		Flat (I) (AP, UP) (7¢, 35¢w) (S. B. Newman, Brice McQuillin, Wm. Shurtliff and A. H. Kuch)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Arthur Gallagher (eep-e) Dick Emmons (ce)	William Mullendore (ne) Mill Marsh (sp) Janet Walker (we)	Geo. P. McCallum, Jr. (gm) Chas. C. Westenfeld (cm)	Geo. P. McCallum, Jr. (mga) Karl W. Horning (ram) Leo T. Zahn (cam)	.....
BATTLE CREEK 48,666 69,798-ABC-CZ	Enquirer & News (e ex Sat.) ⓦ 35,860 Saturday edition (Sat.) ⓦ 32,969 Sunday edition (S) ⓦ 35,346	.16 .16 .16	 Flat Flat	Flat (I) (AP, UP) (6¢, 10¢S, 40¢w, $1.80mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres.	N. Wood (eep)..... H. A. Chipman (me) A. L. Miller (e) Ralph Koons (ce)	Louis Sinclair (ne)..... Gerald Smith (Su) Wendell Foltz (sp) Elizabeth Holmberg (we)	R. B. Miller (gm)..... G. A. Dennis (bm) Andrew Ford (cm)	R. H. Newcomer (ad) ... J. F. Newman (mga) Frank J. Latoszewski (ram) Marjorie Fleming (cam)	Paul J. Haller (pm) Eric Ivany (comp. foreman)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.



The Worcester County Market Is:

36th IN POPULATION
(563,400)

19th INDUSTRIALLY
($749,000,000 value added)

33rd IN FOOD SALES
($168,370,000)

- $45,004,000 in General Merchandise
- $31,951,000 in Furniture, Household, Radio
- $94,634,000 in Automotive

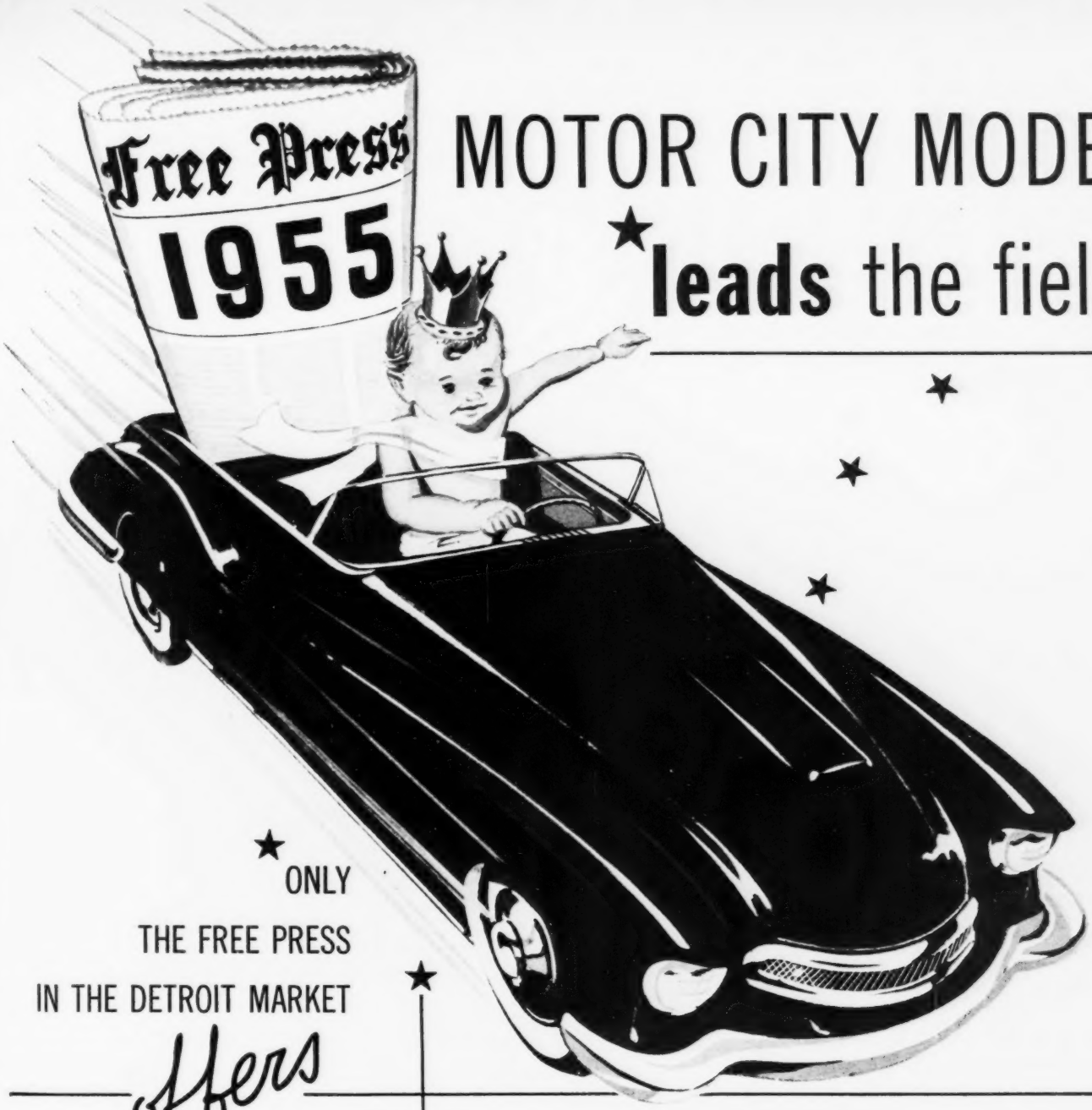
★ Worcester Telegram-Gazette Circulation: Daily, 156,445; Sunday, 103,999

The WORCESTER TELEGRAM-GAZETTE

WORCESTER, MASSACHUSETTS
George F. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM



MOTOR CITY MODEL

★ leads the field!

★ ONLY THE FREE PRESS IN THE DETROIT MARKET ★ *offers* THESE BIG THREE ADVERTISING ADVANTAGES

★ GREATER SALES POWER

★ FIRST IN CIRCULATION

★ FIRST AND ONLY WITH FULL COLOR

Today's Free Press, with a circulation increase of nearly 50,000 over a year ago, is being read by more people than any other Detroit newspaper.

With a daily circulation of 456,261*... largest in all of Michigan... and a Sunday circulation only slightly less than a half million, it is the fastest growing paper in the whole U.S.A.

Yes, indeed, with other Detroit newspapers showing little or no circulation gains, an increase of 13% daily and 15% Sunday over a year ago is a real bonus for Free Press advertisers!

**Publisher's statement (subject to audit) to the Audit Bureau of Circulations for six months ending Sept. 30, 1954.*

The Detroit Free Press

... in Michigan you see the friendly FREE PRESS everywhere!

JOHN S. KNIGHT, Publisher

STORY, BROOKS & FINLEY, INC., *National Representatives*

Kent Hanson, New York, Retail Rep.: Hal Winter Co., Miami Beach, So. Resorts Rep.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BAY CITY 52,523 62,460-ABC-CZ	Times (e) 34,618 Sunday edition (S) 34,460	.16 .16	Flat Flat	(I) (AP, UP) (7¢, 10¢S, 40¢w-d&S) (S. B. Newman, Brice McQuillin and A. H. Kuch)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Glenn MacDonald (e)	Milton D. Hewes (ne) Mike Sturm (sp) Jean Calvin (we)	Andrew Simpson (gm) Earl Leavens (cm)	Edgar Heiden (mga) John Krafft (ram) Lloyd Stevens (cam)	
BENTON HARBOR 18,769 43,149-ABC-CZ	News-Palladium (e) 20,883	.15*	Flat	(R) (AP) (5¢, 30¢w) (E. A. Faulkner & Associates)	Palladium Pub. Co. S. R. Banyon, Pres.-Pub.	S. R. Banyon (eep-e) L. R. White (eep-me) N. A. Lindenfeld (ce)	James Shanahan (sp) Mrs. Gladys Bailey (we)	S. R. Banyon (gm) R. M. Boothby (bm) R. W. Haynes (cm)	R. M. Boothby (ad-mga) J. W. Case (ram-cam)	H. Wesner (ms)
ST. JOSEPH 10,223 (Included in Benton Harbor ABC City Zone)	Herald-Press (e) 7,245 Combined dailies (e) 28,128	.15* .15*	Flat Flat	(I-R) (AP) (5¢, 30¢w) (E. A. Faulkner & Associates)	Herald Press Co. W. J. Banyon, Pres.	W. J. Banyon (e) R. V. Wynkoop (me) Jerry Kuhn (ce)	Ken Dulo (sp) Helen Spangenburg (we)	Charles Bowie (cm)	R. M. Boothby (mga) Kenneth Weidner, Jr. (cam-ram)	Fred Bischoff (ms)
	*All advertising sold in combination only. Same copy appears in both papers on same day.									
BIG RAPIDS 6,736	Pioneer (e) 3,673	.055	Flat	(I) (UP) (5¢, 30¢w) (Scheerer & Co.)	Arthur E. Anderson, Pub.	Arthur E. Anderson (e)	Lillian Palmer (ne) Jess Soltess (sp) Bernice Clark (we)	Mary Anderson (cm)	John E. Anderson (ad) Jean Noltquist (cam)	Gilbert Forshee (ms)
CADILLAC 10,425	News (e) 5,444	.055	.05	(I-R) (UP) (6¢, 30¢w) (Scheerer & Co.)	Cadillac Earl T. Huckle Pres.-Pub.	Earl T. Huckle (eep-e) Jules Wagman (me)	C. A. Paulson (sp)	Earl T. Huckle (gm) C. A. Paulson (bm) E. B. Benson (cm)	Carl. A. Paulson (mga) E. B. Benson (cam)	W. L. Laney (ms)
CHEBOYGAN 5,687	Tribune (e) 3,596	.05	Flat	(I) (UP) (J) (5¢, 25¢w) (Scheerer & Co.)	Cheboygan Pub. Co. Myrton M. Riggs, Pres.-Pub.	M. M. Riggs (e-me) G. J. Turner (ce)	G. J. Turner (ne-sp) Alta Riggs (we)	M. M. Riggs (gm) Ellen Olcott (bm) Melvin Rochlead (cm)	Leo Bourrie (ad-ram) M. M. Riggs (mga) Mary Seaman (cam)	M. M. Riggs (pm-apm) Oscar Carlson (ms)
COLDWATER 8,594	Reporter (e) 5,602	.06	Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	Coldwater Reporter Co.	Seton Bovee (me) Duke Davidson (ce)	Duke Davidson (ne) Seton Bovee (sp)	Elinor Sweet (com)	A. G. White (ad-ram)	A. G. White (pm-apm) Geo. Hollis (ms)
DETROIT 1,849,568 2,121,699-ABC-CZ	Free Press (31) (m) 456,261 Sunday edition (S) 485,172	1.00 1.00	Flat Flat	(I) (AP, UP, CT-NYN, NYT) (J) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (Story, Brooks & Finley, Inc. and Hal Winter Co., Florida)	Knight Newspapers, Inc. John S. Knight, Pres.-Pub.	John S. Knight (e) Lee Hills (exec. e) Brewster Campbell (exec.-ce) Royce Howes (eep)	Walter Pierre (ne) Wm. J. Coughlin (Su) Lyall Smith (sp) B. Dale Davis (we)	H. C. Weidler (bm) E. R. Hatton (cm) C. A. Renwick (com)	C. W. Cosgrove (ad) Elliott Shumaker (mga) G. J. Hatie (ram) W. S. Campbell (cam)	F. N. Lowe (pm-apm) Hugh Macmillan (rd) Harry Lentz (ms) Les Griner (Prod. mgr.)
	News (31) (e) 442,656 Sunday edition (S) 549,629	1.00 1.10	Flat Flat	(I) (AP, UP, ONA, NANA, CDN) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (H. G. Baker, Chicago; A. H. Kuch, New York City; Brice McMullen, San Francisco)	Evening News Association Warren S. Booth, Pres.	Harry V. Wade (e) Harvey Patton (me) Allen J. Nieber (ce)	John R. Chadwick (ne) Paul D. Aird (Su) H. G. Salsinger (sp) June Hicks (we)	D. R. Merrill (gm) R. L. Jones (asst. to gm) N. J. Nicholl (bm) Lawrence J. Hamilton (cm) Robert M. Sherwood (com)	Max J. Gerstman (ad) R. G. Brophey (mga) A. H. McKeown (ram) L. Skinner (cam)	J. Albert (pm-apm) Robt. C. Nelson (ms)
	Times (31) (e) 411,661 Sunday edition (S) 528,009	1.00 1.10	Flat Flat	(I) (AP, INS) (7¢, 20¢S, 60¢w-d&S, $2.60 mo-d&S) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Detroit Times Div. W. E. Anderman, Pub.	John C. Manning (eep-e) W. S. Lampe (me) James Trainor (ce)	Marshall Walker (ne) Charles Wagoner (Su) Bob McClellan (sp) L. B. Dunnigan (we)	W. H. Mills (bm) Walter Aronoff (cm)	J. W. Fleck (ad) A. E. Ball (cam)	Al Munroe (pm) L. H. Burbey (apm) J. J. Riley (ms)
DOWAGIAC 6,534	News (e) 3,290	.05	Flat	(I-R) (UP) (J) (6¢, 35¢w) (Scheerer & Co.)	The Dowagiac Daily News Co., Inc. John F. Larkin, Pres. Harry H. Whiteley, Pub.	Edward J. McVeigh (me)	Wm. Michael (sp) Mrs. Victor Phillips (we)	Harry H. Whiteley (gm) A. F. First (bm) Herbert Hanley (cm)	Fred J. McKenzie (ram)	Leo Kuseske (ms)
ESCANABA 15,170 15,875-ABC-CZ	Press (e) 10,423	.10	Flat	(I-R) (AP) (6¢, 35¢w) (Scheerer & Co.)	Delta Publishing Co., Inc. Frank J. Russell, Pres.	K. L. Gunderman (me) C. B. Dunathan (ce)	L. A. Danielson (wire-ne) Ray Crandall (sp) Amy B. Moberg (we)	James G. Ward, Jr. (gm) B. M. Stade (bm) Duncan Cameron (cm)	L. F. Sundstrom (ad) A. J. Schmeltzer (mga) Edward McCarthy (cam)	C. E. Johnson (ms)
FLINT 163,143 257,475-ABC-CZ	Journal (2) (e) 86,759 Sunday edition (S) 85,753	.25 .25	Flat Flat	(I) (AP, UP) (7¢, 10¢S, 40¢w) (A. H. Kuch; New York; Booth Michigan Newspapers, Chicago, Ill, Ann Arbor, Mich.; Brice McQuillin, San Francisco, Calif.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Michael A. Gorman (e) Ralph B. Curry (ce)	Harold F. Diehm (ne) Richard F. Shappell (Su) Tom Mercy (sp) Mrs. Joyce Cook (we)	H. M. Utley (mgr) R. W. Taylor (cm)	C. J. Koch (ram) C. J. Osterberg (mga)	
GRAND HAVEN 9,536 12,814-ABC-CZ	Tribune (e) 5,410	.06	Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co.)	The Daily Tribune (A partnership)	A. W. McCall (e-me) Clarence Poel (ce)	Herman Schaafsma (ne) Don Badcon (sp)	J. W. McCall (bm) Blaine McKenzie (cm)	J. W. McCall (ad) Alden Spencer (ram)	James Siplon (ms)
GRAND RAPIDS 176,515 241,233-ABC-CZ	Herald (m) 49,148 Sunday edition (S) 70,772 Morning and Sunday (mS) 119,920	.18 .20 .28	Flat Flat Flat	(I-R) (AP) (7¢, 20¢S, 35¢w-d, 55¢w-d&S) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. L. A. Weil, Jr., Pub. R. B. Miller, Pres.	Carleton Cady (eep) John Wurz (e) Willard Baird (me) James M. Idema (ce)	Charles L. Clapp (ne) Robert Host (sp) Elaine Clapp (we)	Harold B. Burtt (gm) Edgar W. Johnson (cm)	Wm. F. Harmeyer (ad) W. R. Montgomery (mga) Elizabeth Bremer (cam)	
	Press (e) 111,013	.28	Flat	(I) (AP, UP) (J) (7¢, 35¢w) (A. H. Kuch, New York; S. B. Newman, Chicago; Brice McQuillan, San Francisco; Wm. Shurtliff, Detroit.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Lee M. Woodruff (e) M. M. Kesterson (me) G. Wallace Mouat (ce)	Edgar M. Woods (ne) Roscoe D. Bennett (sp) Carol Marquardt (we)	H. G. MacMillan (gm) W. J. Raubinger (cm)	Fred R. Ellis (ad) S. H. Vandermeer (mga) Robert I. Darby (cam)	C. M. Greenway (pm)
GREENVILLE 6,668	News (e) 4,365	.055	Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co.)	Greenville News Dale Stafford, Pres.-Pub.	Dale Stafford (eep-e) Walter Jaehnig (me-ce)	Walter Jaehnig (ne-sp) Betty Demorest (we)	Dale Stafford (bm) Mark Tuttle (cm)	Robert Howard (ad-mga-ram) Jean MacDonald (cam)	Mark Tuttle (apm) Raymond Eastman (ms)
HILLSDALE 7,297 7,297-ABC-CZ	News (e) 8,051	.07	Flat	(I) (AP) (5¢, 30¢w) (Scheerer & Co.)	Hillside Herald, Inc. E. C. Hayhow, Pres.-Pub.	E. C. Hayhow (eep) Herbert F. Hale (me)	Marty Sullivan (sp) Mabel Oppeneer (we)	E. C. Hayhow (gm) Martelle Lanius (cm)	Joe P. Lackey, Jr. (ad) Carmella Bruno (cam)	Albert Spencer (ms)
HOLLAND 15,858 25,056-ABC-CZ	Sentinel (e) 11,157	.085	Flat	(I) (UP) (5¢, 30¢w) (Scheerer & Co.)	Sentinel Printing Co. W. A. Butler, Pres.-Pub.	W. A. Butler (eep)		W. A. Butler (bm)		
HOUGHTON 3,820 9,052-ABC-CZ	Mining Gazette (e) 9,544	.09	Flat	(I) (AP) (J) (6¢, 35¢w, $1.50mo) (Scheerer & Co.)	The Mining Gazette Co. John W. Rice, Pres.-Pub.	Chester Prideaux (me) John B. Brown (ce)	Earl Gagnon (ne)	M. J. Tretheway (bm) Joseph Mathy (cm)	M. J. Tretheway (mga) G. L. Johnson (ram) Irene Waisanen (cam)	Gerald L. Johnson (apm)

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in the Detroit trading area . . . richest concentration of earning power in the U.S.A.

In the 6-county Detroit trading area —where annual family income and weekly factory wages, *now averaging over $100*, are highest in the nation —THE DETROIT NEWS concentrates 97% of its total circulation weekdays and 89% Sundays.

In this big-business, densely populated area, THE DETROIT NEWS delivers 69,380 more copies weekdays than The Free Press; 50,545 more than The Times. On Sunday, The News has 160,793 more circulation than The Free Press and 114,028 more than The Times.

Because it's the sales-producing medium in the market, THE NEWS carried 38,999,424 lines of advertising in 1954, representing 51% of the total—*more lineage than both other newspapers combined!* The Free Press carried 25%—The Times 24%. This tells the accurate story of advertising results in the Detroit market.

The Detroit News

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
IONIA 6,412	Sentinel-Standard (e) 4,179	.055		Flat (I) (AP) (J) (5¢, $1mo) (Scheerer & Co.)	The Ionia Sentinel-Standard, Inc. Lucy V. Kidd, Pres.	Fred M. Kidd (e)	Murrel Jinks (ne) Fred M. Kidd, Jr. (sp)	Fred M. Kidd (gm) Fred M. Kidd, Jr. (bm)	Eugene Griswold (mga)	Harry O. Burke (ms)
IRON MOUNTAIN-KINGSFORD 9,679—Iron Mountain 5,038—Kingsford 15,996-ABC-CZ	News (e) ABC 10,410	.10		Flat (I) (AP) (6¢, 35¢w, $1.50mo) (Scheerer & Co.)	Iron Mountain Pub. Co. Frank J. Russell, Jr., Pres.-Pub.	L. D. Tucker (eep-e) E. O. Erickson (asso. e)	E. "Hap" Rondeau (sp) Betty Richards (we)	Frank J. Russell, Jr. (gm) L. S. Staple (bm) Paul Larson (cm)	Harold Soderberg (mga) Carmen Paoletti (cam)	A. P. Miller (ms)
IRONWOOD 11,466 14,610-ABC-CZ	Globe (e) ABC 8,889	.08		Flat (I) (AP) (7¢, 35¢w) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.-Pub.	Edwin J. Johnson (me)		Linwood I. Noyes (gm) Edwin J. Johnson (mgr) Arvid Pelto (cm)	Robert Immich (mga-cam)	Henry Lindbloom (ms)
JACKSON 51,088 64,355-ABC-CZ	Citizen-Patriot (e ex Sat.) ABC 34,835 Saturday edition (Sat.) ABC 30,924 Sunday edition (S) ABC 35,347	.16 .16 .16		Flat (I) (AP, UP) (7¢, 10¢S, 40¢w-d&S) (A. H. Kuch; Sheldon B. Newman; Brice McQuillin; Wm. Shurtliff)	Booth Newspapers, Inc. R. H. Bastien (Pres.) J. A. McDonald (Gen. Mgr.)	Carl M. Saunders (eep-e-me) Geo. V. Gregory (ce)	A. C. Baker (ne) Al Cotton (sp) Jane Pitcher (we)	Geo. M. Cowden (mgr) C. G. Cooke (cm)	S. L. Squier (ad-ram) Geo. C. Dorrance (mga) W. D. Wilkinson (cam)	
KALAMAZOO 57,704 86,135-ABC-CZ	Gazette (e) ABC 46,275 Sunday edition (S) ABC 46,952	.18 .18		Flat (I) (AP, UP) (7¢, 10¢S, 40¢w-d&S, $1.74mo) (A. H. Kuch, S. B. Newman, Brice McQuillin, and Wm. Shurtliff)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	John K. Walsh (eep-e) J. W. Foard (ce)	Lowell Plasterer (ne) Jerry Hagan (sp) Marjorie Goldsmith (we)	R. H. Bastien, Jr. (gm) John Hayward (cm)	L. E. Keene (ad-ram) A. H. Peck (mga) Earl W. Beach (cam)	
LANSING 92,129 143,567-ABC-CZ	State Journal (e) ABC 61,289 Sunday edition (S) ABC 59,808	.24 .24		Flat (I-R) (AP, UP, INS) (6¢, 10¢S, 40¢w-d &S, $1.75 mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres. Paul A. Martin, Pub.	Frank Sallows (eep) Paul A. Martin (e) Kenneth R. West (me) Hayden R. Palmer (ce)	Charles Larson (tel. ed.) J. Maynard Hill (Su) George S. Alderton (sp) Virginia Baird (we)	Paul A. Martin (gm) Ellis E. Gregg (bm) Willard W. Reed (cm) R. V. DeBarry (com)	Joseph F. Foltz (ad) Seth H. Whitmore (mga) Edward C. McKeone (ram) C. J. Woodruff (cam)	Mark Brouwer (pm) Seth H. Whitmore (apm) Rock O. Wales (ms)
LUDINGTON 9,506 9,506-ABC-CZ	News (e) ABC 5,235	.07		Flat (I) (AP) (5¢d, 30¢w, $1.30mo) (Scheerer & Co.)	Ludington Daily News, Inc. H. P. Furstenau, Pres.-Pub.	H. P. Furstenau (eep-e) Agnes MacLaren (me) Richard V. Derrick (ce)	Agnes MacLaren (ne) Richard V. Derrick (sp) Grace M. Kelly (we)	A. I. Cloud (bm) Kenneth Case (cm)	H. Abrahamson (ram) Marilyn Bentz (cam)	A. I. Cloud (pm) H. Abrahamson (apm) H. Schumacher (ms)
MANISTEE 8,642	News Advocate (e) 4,117	.06		Flat (I) (UP) (7¢, 35¢w) (Scheerer & Co.)	John Batdorff, Pub.	Win Kuehl (e)	Jerry Skiera (sp) Lorraine Bosschem (we)	John Batdorff (gm) Fred Charlton (bm) Rita Zientek (cm)	Wm. Henry (ram) Norma Anderson (cam)	Wm. Schimke (ms)
MARQUETTE 17,202 17,202-ABC-CZ	Mining Journal (e) ABC 14,229	.11		Flat (I) (AP, NYHT) (6¢, 35¢w, $1.50mo) (Scheerer & Co.)	The Mining Journal Co. Ltd. F. J. Russell, Pres.	E. A. Moore (eep-e) Robert Biolo (ce)	Mary G. Belmore (we)	W. C. Johnson (bm) F. E. Hackin (cm)	W. H. Treloar (ad-mga) Jas. H. Luke (ram) J. G. Nicholls (cam)	Frank Koskey (ms)
MARSHALL 5,777 5,777-ABC-CZ	Chronicle (e) ABC 3,431	.05		Flat (D) (UP) (6¢, 30¢w) (Scheerer & Co.)	Est. of Frank R. Moses J. M. Moses, Pub.	J. M. Moses (eep) Ray Dennis (me)		J. M. Moses (gm) L. W. Rentschler (bm)	Leonard Lewis (ad) Marian Bort (cam)	W. S. McKiver (ms)
MENOMINEE 11,151 11,151-ABC-CZ	Herald-Leader (e) ABC 5,058	.06		Flat (I-R) (AP) (J) (5¢, 25¢ w) (none)	The Herald-Leader Co. P. C. Munroe, Pres.-Pub.	Jean Worth (eep-e-me) Robert Murphy (ce)	Elizabeth Daly (ne) James Ripley (sp) Lucille Kehoe (we)	Fred Collins (cm)	W. F. Hansen (ad-mga) Alvie Phillips (ram) Milton Brown (cam)	W. F. Hansen (apm) A. J. Bartlett (ms)
MIDLAND 14,285 19,605-ABC-CZ	News (e) ABC 9,371	.08		Flat (I) (UP) (5¢d, 30¢w) (Scheerer & Co.)	Rich Pub. House, Inc. P. T. Rich, Pres.-Pub.	N. C. Rumple (eep-me) P. T. Rich (e) Louis Wood (ce)	Edward M. J. Finlay (we)	P. T. Rich (gm) G. F. Phillips (bm) Wm. Ducham (cm)	G. F. Phillips (ad-mga-ram) Mrs. L. Smith (cam)	Philip T. Rich (pm) G. F. Phillips (apm) Eugene Messersmith (ms)
MONROE 21,467 25,290-ABC-CZ	News (e) ABC 17,263	.11		Flat (I) (AP) (5¢, 30¢w) (none)	Monroe Pub. Co. JS Gray, Pres.-Pub.	JS Gray (e) Milton Stewart (me) Roy Hamlin (ce)	Milton Stewart (ne) Harold Funk (sp)	JS Gray (gm) C. K. Wesley (bm) Grattan Gray (cm)	C. K. Wesley (ad-mga) James Salow (ram)	Grattan Gray (pm) Ben Jago (ms)
MOUNT CLEMENS 17,027 29,139-ABC-CZ	Monitor-Leader (e ex Sat.) ABC 11,191	.08*		Flat (I-R) (AP, UP) (J) (7¢, 35¢w) (Allen-Klapp Co.)	Macomb Pub. Co. Paul W. McKee, Pres.-Pub.	Wallace MacLachlan (eep-e-me) Lawrence Palmer (ce)	Lawrence Palmer (ne) James Mitchell (sp) Dorothy Magee (we)	Paul W. McKee (gm) Gordon Ream (cm)	M. H. Parres (ad-ram) Paul W. McKee (mga) Frank Robinson (cam)	Paul W. McKee (pm) M. H. Parres (apm) Lorens Schock (ms)
*.16 includes any issue of daily and South Macomb News (Thursday), combined circulation 27,438.										
MOUNT PLEASANT 11,393 11,393-ABC-CZ	Times-News (e) ABC 4,260	.06		Flat (I-R) (UP) (J) (5¢, 30¢ w) (Scheerer & Co.)	Times-Press, Inc. James L. Slattery, Pres.-Pub.	D. P. McCarthy (ce)	Dorothy Lingeman (we)	J. L. Slattery (gm) Ray F. Cline (bm) Walter Parker (cm)	R. F. Cline (ram)	
MUSKEGON 48,429 87,819-ABC-CZ	Chronicle (e) ABC 43,174	.17		Flat (I) (AP, UP) (7¢, 35¢w) (S. B. Newman, Chicago; A. H. Kuch, New York; Wm. Shurtliff, Detroit; Brice McQuillin, San Francisco.	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	C. D. McNamee (eep-e-me) Daniel McCauley (ce)	William A. May (ne) James F. Henderson (sp) Agnes Huber (we)	W. A. Bennetts (mgr) C. A. Wolcott (cm)	W. J. Hasper (mga) Thomas Vanderlaan (ram) Arthur Dephouse (cam)	
NILES 13,145	Star (e) 7,511	.07		Flat (I) (AP) (5¢, 30¢w) (Scheerer & Co.)	Star Pub. Co. L. J. Plym, Pres.	J. R. Scamehorn (me)	Don W. Carlson (ne)	J. R. Scamehorn (gm) James Gondeck (cm)	Kendall Somers (ad-mga)	
OWOSSO 15,948 19,927-ABC-CZ	Argus-Press (e) ABC 12,770	.09		Flat (I) (AP) (7¢, 30¢w) (Scheerer & Co.)	Argus Press Co. J. E. Campbell, Pres.	J. E. Campbell (e) James E. Dingwall (ce)	Richard Hansen (sp) Mary Cheney Campbell (we)	J. E. Campbell (gm) Don. Elliott (cm)	Geo. W. Campbell (ad-mga) H. C. Baker (cam)	C. G. Brewster (ms)
PETOSKEY 6,468	News-Review (e) 5,145	.07		Flat (I) (UP) (7¢, 30¢w) (Scheerer & Co.)	Northern Michigan Review, Inc. Albert Schaller, Pres.-Pub.	Jim Doherty (e)	Fred Lovelace (sp) Florence Goldrich (we)	William Holck (cm)	Carl J. Rosenow (ad) Albert Schaller (gm)	Wilbert Wilton (ms)
PONTIAC 73,681 109,666-ABC-CZ	Press (e) ABC 52,241	.20		Flat (I) (AP, UP, INS) (7¢, 40¢w) (Helen R. Herd)	Pontiac Press Co. Harold A. Fitzgerald, Pres.-Pub.	Conrad N. Church (e) Robert B. Tarr (me) Thomas L. Carry (ce) John W. Fitzgerald (ass't e)	H. Guy Moats (sp) Judith L. Clemence (we)	Howard H. Fitzgerald, II (bm) Earl Treadwell (cm)	H. F. Brodie (ad) Russell Bassett (mga) W. Chas. Perkins (ram) George Inman (cam)	L. Z. Monroe (ms)
PORT HURON 35,725 62,283-ABC-CZ	Times-Herald (e) ABC 31,160 Sunday edition (S) ABC 30,893	.16 .16		Flat (I) (AP) (7¢, 7¢S, 40¢ w) (Ward-Griffith Co., Inc.)	Times-Herald Co. Louis A. Weil, Sr., Pres.-Pub. F. Granger Weil, Exec. V. P.	Louis A. Weil, Sr. (e) Clarence Burkholder (me) Floyd A. Bernard (ce)	Louis J. Dunn (exec. ne) Fred H. Vincent (sp) Sally Smith (we)	F. Granger Weil (gm) Fred O. Rouse (bm-cm)	Nelson W. Armstrong (ad) Alex Goetze (mga) Martin Handley (ram) George R. Dodea (cam)	Robert Leighton (pm) Frank E. Marengo (ms)
ROYAL OAK 46,898 101,605-ABC-CZ	Tribune (e) ABC 32,243	.15		Flat (I) (UP) (6¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Tribune Pub. Co. Lynn S. Miller, Pres. Philip F. Miller, Pub., Vice Pres.	Lynn S. Miller (e) Grant W. Howell (me) John A. Kaichen (ce)	Grant W. Howell (ne) Dayton Perrin (sp) Marie VanSickle (we)	Philip F. Miller (gm) Watson T. Brown (bm) W. Edwin Snyder (cm)	Watson T. Brown (ad-mga) Holland H. Powell (ram) Fred W. Suppnick (cam)	Philip F. Miller (pm) H. Keith La Fountaine (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

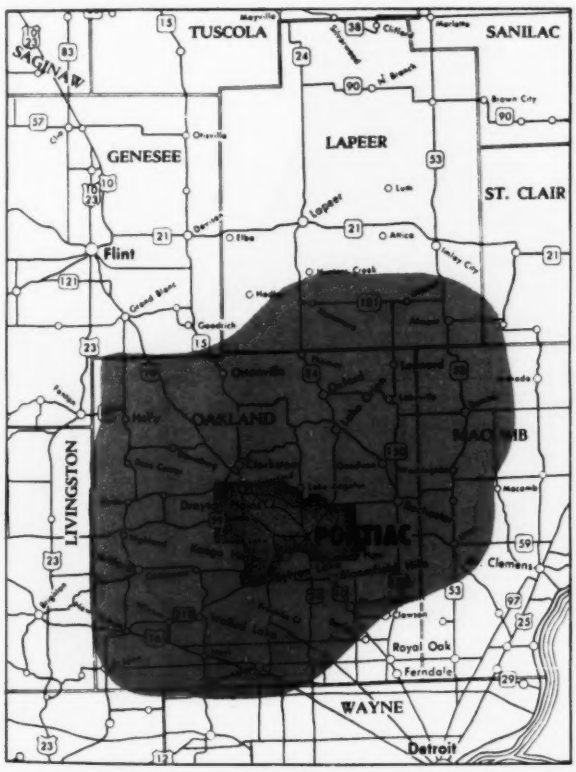
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAGINAW 92,918 106,628-ABC-CZ	News (e) BC 47,561 Sunday edition (S) BC 47,422	.18 .18	Flat (I) (AP, UP) (7¢, 10¢S, 40¢w) The Booth Newspapers, Inc. (Chicago; Detroit); A. H. Kuch (New York); Brice McQuillin (San Francisco) Flat	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Otto C. Pressprich (eep-e) Glen Boissonneault (ce)	Harold V. Lappin (ne) Leslie A. Wahl (sp) Esther M. Way (we)	Harold T. Slaght (mgr) Roland H. Ziegler (cm)	Samuel Piacente (mga) Lynwood C. Engle (ram) Wm. H. Severin (cam)	Harry S. Lund (pm)
ST. JOSEPH	See Benton Harbor, St. Joseph listing.								
SAULT STE. MARIE 17,912 17,912-ABC-CZ	News (e) BC 9,356	.08	Flat (I-R) (AP) (J) (7¢, 35¢ w) (Scheerer & Co.)	Sault News Ptg. Co. George A. Osborn, Pres.-Pub.	George A. Osborn (eep-e-me) E. J. Sundstrom (ce)	Eugene Sundstrom (ne) Herbert Levin (sp) Ruth Clark (we)	George A. Osborn (gm) J. P. Chandler (bm-cm)	J. Harry Burris (ad-ram-cam)	J. Harry Burris (pm) Wheeler Batdorff (ms)
SOUTH HAVEN 5,629 5,629-ABC-CZ	Tribune (e) BC 2,978	.06	Flat (I) (UP) (7¢, 35¢) (none)	Patricia Mixter (e) William Rosegen (exec-e)	Vera Closson (we)	Robert Diebold (ne-sp) Vera Closson (so)	Donald V. Schoenwether (gm) Vivian Pfaff (cm)	Donald V. Schoenwether (ad) Evelyn Martinson (mga)	Jack Fortier (ms)
STURGIS 7,786	Journal (e) 7,604	.07	Flat (I-R) (UP) (5¢, 30¢w, $1.30mo) (Scheerer & Co.)	Sturgis Journal, Inc. Mark P. Haines, Pres.-Pub.	Mark P. Haines (e)	Marvin Eldridge (ne) Marjorie Waddell (we)	Harold S. Pringle (gm) Kenneth Dillivan (cm)	J. Fred Mayer (ad-mga-ram) Kenneth Dillivan (cam)	George Kitson (ms)
THREE RIVERS 6,785 6,785-ABC-CZ	Commercial (e) BC 4,170	.055	Flat (I) (UP) (5¢, 30¢w) (Scheerer & Co.)	Three Rivers Pub. Co. R. M. Shumaker, Pres. Wm. H. Shumaker, Pub.	Edward Derr (e) H. L. Shook (ce)	Edward Derr (sp) Kathryn Searer (we)	R. M. Shumaker (gm) Darleen Blood (cm)	D. J. Bullock (ram)	Alfred Bolinger (ms)
TRAVERSE CITY 16,974 16,974-ABC-CZ	Record-Eagle (e) BC 11,756	.09	Flat (I) (UP) (5¢d, 30¢w, $1.30mo) (Scheerer & Co.)	Herald & Record Co. Austin C. Batdorff, Pres.-Pub.	Jay P. Smith (eep-me) A. C. Batdorff (e) William Smith (ce)	William S. Smith (sp) Catherine Carroll (we)	Robt. A. Batdorff (gm-bm) Howard E. Sweitzer (cm)	R. A. Batdorff (ad) Toni Milby (cam)	L. Johnson (apm) J. Verreau (ms)
YPSILANTI 18,302	Press (e) 6,612*	.09	Flat (I) (AP, UP, INS) (7¢, 35¢w) (Scheerer & Co.)	The Ypsilanti Press G. C. Handy, Pres.-Pub.		E. M. Harrison (ne)			

*Sworn March 31, 1954.

MINNESOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERT LEA 13,545 14,929-ABC-CZ	Tribune (e ex Sat.) BC 9,569 Sunday edition (S) BC 9,356	.08 .08	Flat (I-R) (AP) (5¢, 10¢S, 35¢w-d&S) (Allen-Klapp Co. and Northwest Daily Press Association) Flat	Albert Lea Pub. Co. Paul C. Belknap, Pres.-Pub.	Kenneth Allen (eep)	K. Allen (Su) A. Schmahl (we)	P. C. Belknap (gm) R. Zavitz (cm) Wm. M. Seymour (com)	Charles Barrus (mga-ram)	Enoch A. Koynen (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.



SOLID AREA, ABC City and Retail Trading Zone

Pontiac Press Coverage Is Highly Exclusive!

78% of Press Homes take no other daily newspaper
88% of Press Homes take no other evening newspaper

Carrier survey of homes made by Pontiac Press.

PONTIAC, MICHIGAN

IN U.S.

173rd in Population	75,700
123rd in Retail Sales	$154,996,000
106th in Food Sales	$ 38,795,000
121st in Drug Sales	$ 4,694,000
120th in Auto Sales	$ 34,572,000
83rd in Family Buy. Income	$ 5,815

OAKLAND COUNTY

47th in Population	474,300
52nd in Retail Sales	$513,723,000
44th in Food Sales	$137,655,000
47th in Drug Sales	$ 15,892,000
35th in Auto Sales	$136,096,000
36th in Family Buy. Income	$ 6,293

Sales Management 200 Leading Cities and Counties

City and Retail Trading Zone, population 261,364 includes the major portion of Oakland County, second largest in Michigan. Pontiac City Zone population now 124,751.

ABC Net Paid 52,405

PONTIAC PRESS

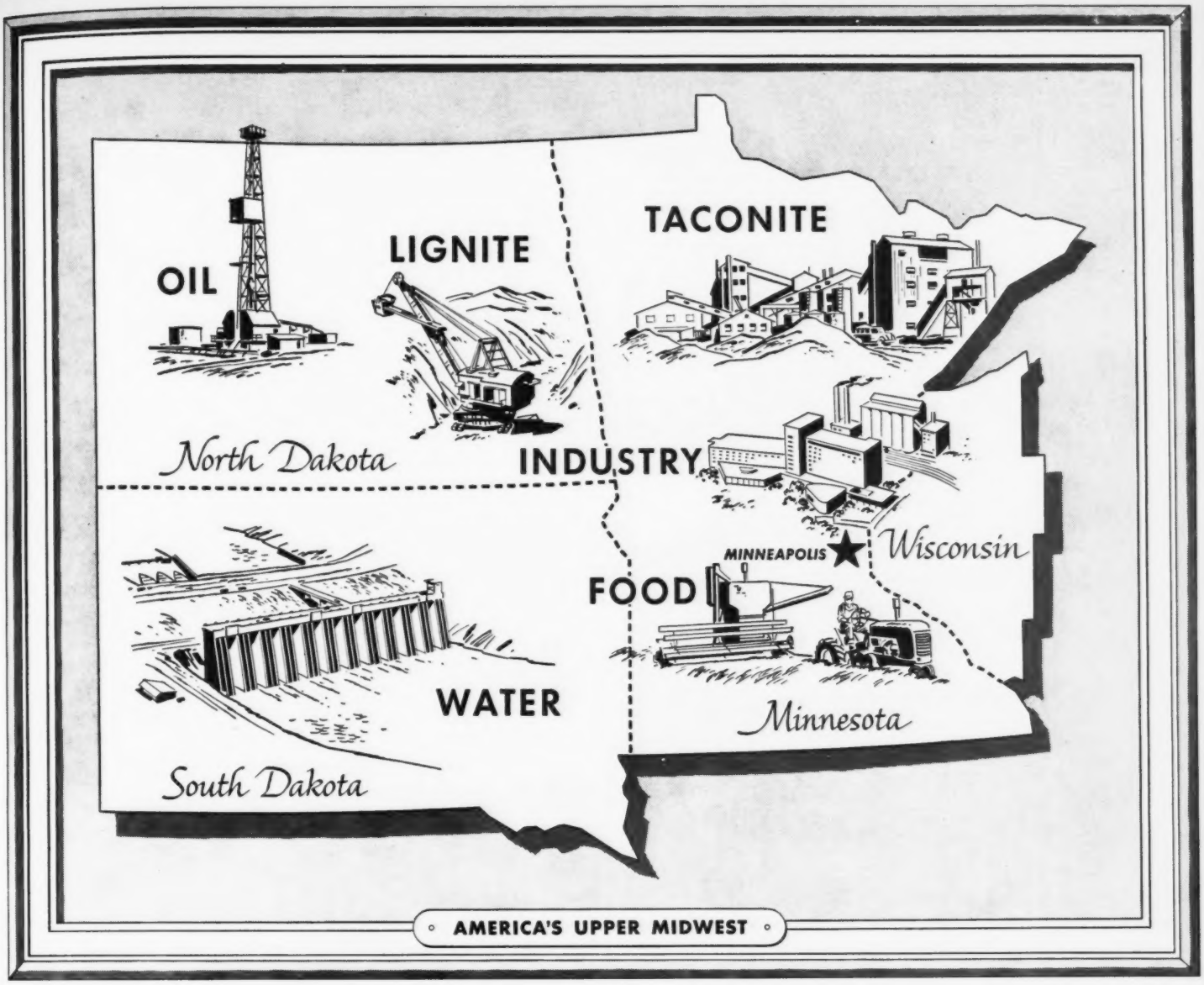
PONTIAC • MICHIGAN

New York Office: 45 W. 45th St., New York 36, Phone Judson 2-4297

San Francisco — Brice McQuillin

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUSTIN 23,100 25,327-ABC-CZ	Herald (e) ⓦ 12,363	.10	Flat	(I) (AP) (6¢, 35¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Herald Pub. Co. H. E. Rasmussen, Pres.-Pub.	H. E. Rasmussen (eep-e) Jay Daane (assoc. e) Clarence Burgeson (me)	Gilbert Jarvis (ce) Tom Koeck (sp) Pat Erdman (we)	Geraldine Rasmussen (gm-bm) Lloyd Fennell (cm)	Kenneth Streeter (ad-mga-ram) Alice Luskow (cam)	Kenneth Streeter (apm) Otto Bluhm (ms)
BEMIDJI 10,001 10,001-ABC-CZ	Pioneer (e) ⓦ 5,577	.06*	Flat	(I) (AP) (J) (5¢, 30¢w) (Northwest Daily Press Association and Perry Allen, Kansas City, Mo.)	Pioneer Pub. Co. John A. Ainley, Pub.	John Ainley (eep) Marvin Briggs (e-me) Martin Barber (ce)	Martin Barber (ne) Cliff Morlan (sp) Marie Mosselin (we)	John A. Ainley (gm) Casey DeKramer (cm)	Don Norman (ad) Paul Barthelemy (ram) Francis Lindgren (cam)	Paul Barthelemy (pm) John Ainley (apm) Louis Rude (ms)
*.075 in combination with weekly Sentinel (Friday), circulation 327.										
BRAINERD 12,637	Dispatch (e) 6,508	.065	Flat	(I) (AP) (J) (5¢, 30¢w) (Northwest Press Association)	Brainerd Dispatch Newspaper Co. H. F. McCollough, Pub.-Pres.	Floyd Emerson (e) Bea. Ross (ce)	Jas. Wallace (sp)	W. J. McCullough (bm) Lawrence Holman (cm)	Calvin Nelson (mga) Jane Brown (cam)	Robt. Davis (ms)
CROOKSTON 7,352 7,675-ABC-CZ	Times (e) ⓦ 3,707	.055	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Times Ptg. Co. Mrs. D. A. McKenzie, Pres. D. L. McKenzie, Pub.	D. L. McKenzie (eep-e) D. L. McKenzie (me) H. V. Sommer (ce)	Horace Cutten (ne) H. V. Sommer (sp) Maybelle Anderson (we)	D. L. McKenzie (gm-bm) Tom Torrance (cm)	Warren Feist (ad-mga-ram)	Warren Feist (pm-apm) R. W. Kinshella (ms)
DULUTH 104,511 109,720-ABC-CZ	News-Tribune (1) (m) ⓦ 48,844 Herald (e) ⓦ 32,468 Combined daily (me) ⓦ 81,312 News-Tribune (S) ⓦ 71,059	.... .30 .27	.... Flat Flat	(I) (AP, UP, NANA) (5¢d, 15¢S, 30¢w-e, 45¢w-m&S) (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres. B. H. Ridder, Jr., Pub. J. R. Van Horn, Assoc. Pub.	Gustaf A. Nordin (me) Jack Magill (ce-H) Orville Lomoe (ce-NT)	Dennis McKenna (ne-H) Jack Fein (ne-NT) Earl Finberg (Su) Reidar Lund (sp) Rosemary Hart (we)	Eugene McGuckin (bm) Elwin J. Doe (cm)	C. G. O'Neill (ad) Earl Vanderyacht (mga) Leo McGreevy (ram) Harry Binger (cam)	F. H. Geisenhoff (pm) John Breen (ms)
FAIRMONT 8,193	Sentinel (e) 8,081	.08	Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association)	Sentinel Pub. Co. W. K. Mickelson Pres.-Pub.	Claude N. Swanson (eep-e) Ray Stougaard (me-ce)	Ray Stougaard (ne) John Krebs (sp) Mary E. Nelson (we)	Earl K. Nelson (gm-bm) Bill Mickelson (cm)	Lew Fiero, Jr. (ad-mga-ram) Mac Patton (cam)	Lew Fiero, Jr. (pm-apm) Harold Busch (ms)
FARIBAULT 16,028 16,028-ABC-CZ	News (e) ⓦ 6,540	.07	Flat	(I-R) (5¢, 30¢w, $1.30 mo) (Northwest Daily Press Association)	Faribault Daily News, Inc. C. J. Hunt (Pub.)	C. J. Hunt (eep) L. E. Swanberg (e) Dave Pickard (ce)	Robert Retzlaff (sp) Jean Hagen (we)	J. I. Gaynon (gm) William Mickelson (cm)	N. C. Van Guilder (ad-mga-ram) L. V. Hadley (cam)	N. C. Van Guilder (pm-apm) Jim Erickson (ms)
FERGUS FALLS 12,917 12,917-ABC-CZ	Journal (e) ⓦ 13,332	.08	Flat	(R) (AP) (5¢, $1mo) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Fergus Journal Co. R. J. Underwood, Pres. W. L. Robertson, Pub.	W. L. Robertson (eep-e) James Gray (ce)	Clarence P. Lee (sp) Alpha Beito (we)	R. J. Underwood (gm) Paul Koppe (cm)	H. A. Hoglund (mga-ram)	.....
HIBBING 16,276 16,276-ABC-CZ	Tribune (e) ⓦ 8,953	.09	Flat	(R) (AP) (J) (7¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Hibbing Tribune Co., Inc. R. W. Hitchcock, Pres.-Pub.	George M. Fisher (eep) Bert E. Ackerson (e-me) L. Walter Anderson (ce)	Roy Naddy (ne) Elmer Corteau (sp) Burnette Peterson (we)	Paul C. Hitchcock (gm) Irene R. Bedard (bm) Mike Santeramo (cm)	Irene R. Bedard (mga-cam) Earle A. Smith (ad-ram)	Earle A. Smith (apm) Fred W. Taylor (ms)
INTERNATIONAL FALLS 6,269	Journal (e) 4,298	.055	Flat	(I) (AP) (J) (5¢, 25¢w, $1mo) (Northwest Daily Press Association)	Border Pub. Co. J. B. Faegre, Pres. Paul A. Anderson, Pub.	Paul A. Anderson (eep-e)	Ken Unger (ne) Alec Kaviuk (sp) Sally Hanson (we)	Lennard Lundin (cm)	H. H. LaBelle (ad-mga-cam)	H. H. LaBelle (pm) Al Olson (ms)
LITTLE FALLS 6,717	Transcript (e) 4,439	.055	Flat	(R) (AP) (J) (5¢, 25¢w) (Northwest Daily Press Association)	Transcript Pub. Co. Frederick J. Moeglein, Pres.	Jack Scudder (eep-e-ce)	Jack Scudder (ne) Vincent Keller (sp) Merrie Cornwell (we)	Geo. L. Johnson (gm-bm) Ben C. Billstein (cm)	Lambert Larson (ram)	Frederick Moeglein (ms)
MANKATO-NORTH MANKATO 18,809—Mankato 4,788—North Mankato 23,964-ABC-CZ	Free Press (e) ⓦ 18,061	.12	Flat	(I-R) (AP) (J) (5¢, $1.25mo) (Ward-Griffith Co., Inc.)	Free Press Co., Inc. Burtu Callahan, Pres. Clifford H. Russell, Pub.	Clifford H. Russell (eep-e) Franklin Rogers (me)	Russell Robertson (ne) Scott Nelson (sp) Blanche Huntzicker (we)	Fred Saba (cm)	Royal Lee (mga)	Leo Krautkremer (ms)
MINNEAPOLIS 521,718 663,403-ABC-CZ	Tribune (15) (m) ⓦ 203,663 Star (e) ⓦ 281,384 Combined daily (me) ⓦ 485,047 Tribune (S) ⓦ 621,792 Evening and Sunday (eS) ⓦ 903,176 Morning and Sunday (mS) ⓦ 825,455	.... 1.00 1.15 1.70 1.50	.... Flat Flat Flat Flat	(I) (AP, UP, INS, CT-NYN, NYT, RN, CDN) (*S) (5¢d, 20¢S, 30¢w-m or e) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Minneapolis Star and Tribune Co. John Cowles, Pres.-Pub.	Wm. P. Steven (exec. e) Carroll Binder (eep-T) Paul Swensson (me-T) David Silverman (me-Star) Ralph Mueller (ce-Star) Daniel Upham (ce-T)	Clifford Simak (ne-Star) Paul Veblen (ne-T) Bower Hawthorne (Su) Chas. Johnson (sp) Mary Brown (we)	Joyce A. Swan (V. P. & gm) Lyle K. Anderson, V. P. Stanley Hawks, V. P. Otto A. Silha (bm) M. E. Fisher (cm) Clarence McCue (com)	John W. Moffet (ad) Willis Brown (asst. ad) Wm. A. Cordingley (mga) Robert C. E. Witte (ram) W. A. Perry (cam)	Sidney Goldish (rd) Robert N. Weed (prom. dir.) John R. Copeland (prod. mgr.) Chas. McGuire (ms)
MOORHEAD 14,870	News (e)	.08*	Flat	(R) (UP) (5¢, 90¢mo) (Arthur H. Hagg Associates, Inc.)	Moorhead News, Inc. Norman D. Black, Jr., Pres.	Lloyd W. Sveen (e)	.....	Lloyd W. Sveen (gm) Eugene Shiek (cm)	Lawrence Haglund (ad)	.....
*Includes insertion in Fargo News (Wednesday), circulation 4,190. Copy must appear in both papers same week.										
NEW ULM 9,348 9,348-ABC-CZ	Journal (e) ⓦ 7,934	.08	Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association)	New Ulm Journal, Inc. Walter K. Mickelson, Pres.-Pub.	Walter K. Mickelson (eep) Wm. E. Macklin (e-me) H. H. Walter (ce)	Earl Pease (ne) Herbert H. Schaper (sp) Irma Owen (we)	Walter K. Mickelson (gm) Margaret Esser (bm) K. Darlington (cm)	Arthur L. Fischer (ad-mga) Clifford Carlson (ram) Ralph Miller (cam)	Margaret Esser (pm) John G. Kerr (apm) A. F. Ranweiler (ms)
OWATONNA 10,191	People's Press (m ex Mon.) 4,975 Sunday edition (S) 4,975	.055 .055	Flat Flat	(I) (AP) (J) (5¢, 5¢S, $1mo) (Northwest Daily Press Association)	B. E. Darby & Sons, Inc. Benj. E. Darby, II, Pres.-Pub.	L. R. Ringhofer (me-ce)	Floyd Devereaux (ne-sp)	Benj. E. Darby, II (gm)	Benj. E. Darby, II (ad) Richard Gilson (ram)	.....
RED WING 10,645 11,036-ABC-CZ	Republican Eagle (e) ⓦ 7,494	.07	Flat	(I) (UP) (5¢, 30¢w) (Northwest Daily Press Association)	Red Wing Pub. Co., Inc. A. M. Marshall, Pres.-Pub.	A. M. Marshall (e) Fred Jonson (me) Elmer W. Olson (assoc. e)	Jack Ladner (sp) Mary Anderson (we)	Harold A. Webster (cm) Philip S. Duff Jr. (gm)	A. W. Bowe (ad)	Philip S. Puff, Jr. (apm)
ROCHESTER 29,885 29,885-ABC-CZ	Post-Bulletin (e) ⓦ 19,051	.12	Flat	(I) (AP) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Post-Bulletin Co. G. S. Withers, Pres.	E. J. Branley (me)	Dave Pennington (sp) Nancy Strobel (we)	H. W. Blakely (bm) Geo. H. Rowe (cm)	L. R. Benson (mga) Robert Withers (ram) Honore O'Rourke (cam)	Andrew Pederson (ms)



The next 25 years belong to the Upper Midwest

Here's a picture of the exciting and important developments in oil, taconite, lignite and the Missouri River Basin Project which—added to an already thriving agricultural and industrial economy—promise years of exceptional growth in the great 3⅓ state market area called the Upper Midwest.

North Dakota's three-year-old Williston Oil Basin now has 14 proven fields, more than 400 producing wells. Production should exceed 250,000 barrels of oil per day by 1960. Refineries and pipe lines are already under construction.

New towns and new plants are springing up in northern Minnesota where taconite is adding another century of production to the state's world-famous iron ore ranges. One mining firm alone has scheduled a $300 million investment in this new industry. Total investments may reach a billion dollars.

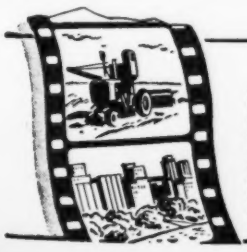
Electric power already has begun flowing from Fort Randall Dam in South Dakota—one of five huge dams in the Missouri River Basin Project. Next will be Garrison Dam in North Dakota, scheduled to start operations in 1955.

Keep in mind this picture of America's Upper Midwest. Its tremendous developments will be making headlines for years to come . . . its great new wealth, and more than $5 billion annual retail sales, make it a market of ever-increasing importance.

Now only 4 cities in the United States (New York, Chicago, Los Angeles and Philadelphia) have Sunday newspapers with larger circulations than the Minneapolis Sunday Tribune . . . now more than

620,000

in Minnesota, North and South Dakota, western Wisconsin.



"NEW WEALTH IN THE LAND OF HIAWATHA"

In just 13 months this 26-minute, full-color film story of the great new developments in America's Upper Midwest has been shown 925 times before 150,000 people. If you are interested in seeing this picture of America's newest high-potential market, write to the National Advertising Department, Minneapolis Star and Tribune, Minneapolis, Minn.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

620,000 SUNDAY · 485,000 DAILY

JOHN COWLES, *President*

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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ST. CLOUD 28,410 33,459-ABC-CZ	Times (e) ABC 16,054	.09		Flat (I) (AP) (J) (5¢, 25¢w, $1.00mo) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	The Times Pub. Co. Frederick C. Schilplin, Pres.-Pub.	Harold Schoelkopf (eep-e)	Frank Farrington (ne) Clinton A. Grundman (sp) Jet Louise Haxby (we)	Frederick C. Schilplin (gm) Otto A. Rupp (bm) C. H. Belanger (cm)	C. H. Gustafson (ad-mga-ram-cam)	C. H. Gustafson (pm-apm) Don Whiteman (ms)
ST. PAUL 311,349 386,323-ABC-CZ	Pioneer Press (m) ABC 89,193 Dispatch (e) (e) ABC 118,519 Combined daily (me) ABC 207,712 .62 Flat Pioneer Press (S) ABC 173,183 .52 Flat Morning, Evening & Sunday (meS) ABC 372,753 1.09 Flat			(I) (AP, UP) (*S) (J) (5¢d, 15¢S, 45¢w-eS, 70¢w-me&S) (Ridder-Johns, Inc.)	Northwest Publications, Inc. Bernard H. Ridder, Pres. Daniel H. Ridder, Pub. Harold Shugard, Asst. Pub.	Herbert Lewis (eep) V. E. Fairbanks (exec.e) F. S. Heaberlin (me) D. B. Jones (me-night) Walton Streightiff (ce-PP) I. E. Richard (ce-D)	E. B. Olwin (ne-D) W. R. Greer (ne-PP) Ernest T. Larsen (Su) George R. Edmond (sp) Amy Birdsall (we)	Ivan G. Sundberg (cm)	John F. Lewis (ad) Thurman W. Sallade (mga) Wilbert H. Roth (ram) Thos. J. Hougnon (cam)	Earl R. Truax, Jr. (pm-apm) A. E. Rosene (ms)
STILLWATER 7,674	Gazette (e ex Sat.) 2,640	.05*		Flat (I) (UP) (5¢, 20¢w) (Northwest Daily Press Association)	Easton-Masterman Co.	E. L. Roney (e) Ned Easton (me)	I. J. Daly (ad) Gussie B. Easton (we)	Ned Easton (gm-bm-cm)	I. J. Daly (sp)	
*Rate includes insertion in weekly Gazette (Thursday), circulation 2,340.										
VIRGINIA 13,750 12,801-ABC-CZ	Mesabi News (e) ABC 8,878	.10*		Flat (R) (AP) (5¢, 30¢w $1.30mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	The Enterprise Ptg. & Pub. Co. Morgan Murphy, Pres. Burt D. Pearson, Pub.	Burt D. Pearson (eep-e) Everett C. Blomgren (me)	E. C. Blomgren (ne) Armando M. De Yoannes (sp) Jean Pycha (we)	Burt D. Pearson (gm) Jay O. Bergeson (compt.) Herbert C. Peterson (cm)	Roy H. Westman (ad-mga) Carroll J. Nimtz (ram) William Cornish (cam)	Roy H. Westman (pm) Wayne McNulty (apm)
*Rate includes insertion in Range Facts published weekly (Thursday), circulation 2,362.										
WILLMAR 9,410	Tribune (e) 7,303	.075		Flat (I) (AP) (J) (5¢, 30¢w, $1.25mo) (Northwest Daily Press Association)	Tribune Ptg. Co., Inc. V. E. Lawson, Pub. O. B. Augustson, Pres.	O. B. Augustson (eep)	Stanley Haldorson (ne) Loren Wolfe (sp) Joan Alinder (we)	O. B. Augustson (gm) Sig Pederson (bm) Lowell Lundquist (cm)	R. Bengtson (ad) Theresa Van Rosendahl (cam)	E. Strom (ms)
WINONA 25,031 25,808-ABC-CZ	News (e) ABC 20,939	.12		Flat (I) (AP) (6¢, 35¢w) (Jann & Kelley, Inc. and Northwest Daily Press Association)	Republican-Herald Pub. Co. M. H. White, Pres.-Pub.	G. R. Closway (eep-e) W. J. Cole (me) A. F. Bremer (ce)	Ralph Reeve (sp) May Murray (we)	Wm. F. White (bm) H. G. Hymes (cm)	C. E. Linden (ad-ram) Arthur Rian (cam)	B. H. Habeck (ms) Joseph Rizzardi (apm)
WORTHINGTON 7,923	Globe (e ex Sat.) 7,683	.08		Flat (I) (AP) (5¢, 25¢w) (Northwest Daily Press Association)	Worthington Daily Globe, Inc. V. M. Vance, Pres.-Pub.	Jim Geladas (eep-e-me) Ray Orippen (ce)	Jim Geladas (ne) Don Trunk (sp) Faith Palmer (we)	V. M. Vance (gm) R. M. Vance (bm) Wm. G. Miller (cm)	Robert M. Vance (ad-mga-ram) Mrs. Olive Priester (cam)	V. M. Vance (pm) R. M. Vance (apm) Lowell Anderson (ms)

MISSISSIPPI

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BILOXI-GULFPORT 37,425 Biloxi 22,659 Gulfport 71,914-ABC-CZ	Herald (e) ABC 24,683	.13		Flat (I-D) (AP) (5¢, 25¢w) (Newspapers South, Inc.)	Biloxi-Gulfport Daily Herald, Inc. E. P. Wilkes, Pres.-Pub.	E. P. Wilkes (eep-e) C. H. Eisendrath (me-B) C. C. Blackwell (me-G)		E. P. Wilkes (gm) Mrs. Jo Wilkes Reicker (bm) C. H. Rose (cm)	Harry Stone (ad)	Paul A. Gilly (ms)
CLARKSDALE 16,539 16,539-ABC-CZ	Press Register (e) ABC 4,318	.10		Flat (I) (UP) (J) (5¢, 25¢w, $1.10mo) (Wallace Witmer Co.)	Delta Press Pub. Co., Inc. Jos. F. Ellis, Jr., Pres.-Pub.	Jos. F. Ellis, Jr. (eep-e) Harry B. Abernathy (me) B. J. Skelton (ce)	B. J. Skelton (ne) Robert M. Jennings (sp) Mrs. Lois J. Schultz (we)	Jos. F. Ellis, Jr. (gm-bm) John H. Leigh (cm)	Guy P. Clark (ad-ram) Mary Gene Browne (mga-cam)	Jos. F. Ellis, Jr. (pm)
COLUMBUS 17,172	Commercial Dispatch (e ex Sat.) 9,063 Sunday edition (S) 9,063	.075 .075		Flat (D) (AP, INS) (J) (5¢, 10¢S, $1.35mo) Flat (Wallace Witmer Co.)	Commercial Dispatch Pub. Co. H. I. Tate, Pub. Birney Imes, Jr., Pres.	Birney Imes, Jr. (eep-e) Drew Shankle (me)	Ed. Mayerhoff (ne) Mrs. Tom Glover (we)	H. I. Tate (gm) Sam Raper (cm)	H. I. Tate (ad) Harvey Myrick (ram) Helen Gault (cam)	W. Carrol (ms)
CORINTH 9,785	Corinthian (e ex Sat.) 5,237 Sunday edition (S) 5,237	.06 .06		Flat (D) (AP) (5¢,10¢S,25¢w, $1.10mo) Flat (Wallace Witmer Co.)	Corinthian Pub. Co., Inc. Jas. H. Skewes, Pres. Frederick Jay, Pub.	Carlie Bradley (off. mgr.)	Ed Criswell (ne) Fred Dillon (sp) Mildred Sawyer (we)	H. J. Elder (bm) Ray Jones (cm)	F. M. Jay (adv. mgr.) H. H. Henry (Comp. Frman)	H. H. Henry (ms)
GREENVILLE 29,936 29,936-ABC-CZ	Delta Democrat-Times (e ex Sat.) ABC 11,519 Sunday edition (S) ABC 11,661	.09 .09		Flat (I) (UP) (J) (5¢, 10¢S, 30¢w-d&S, $1.25mo) Flat (Wallace Witmer Co.)	Delta Democrat Pub. Co., Inc. Hodding Carter, Pres.-Pub.	Hodding Carter (e) Tom Karsell (me) David Brown (ce)	Charles Kerg (sp) Mrs. Louise E. Crump (we)	John T. Gibson (gm) C. A. McDonald (cm)	Edgar Willis (ad) Frank Bennack, Jr. (cam)	
GREENWOOD 18,061 18,877-ABC-CZ	Commonwealth (e) ABC 3,985	.05		Flat (D) (AP) (5¢) (Mississippi Dailies)	Commonwealth Pub. Co. Sumter Gillespie, Pres.-Pub J. D. Bready, Asst. Pub.	Tom Shepherd (e)	Stokes Dickins (sp) Elizabeth Rovenhorst (we)	Sumter Gillespie (gm) N. A. Holland (cm)	John W. Ray (mga)	
	Star (m ex Mon.) 3,993 Sunday edition (S) 3,993	.05 .05		Flat (I-D) (UP) (5¢d, 10¢S, 20¢w, 85¢mo) Flat (Wallace Witmer Co.)	Star Pub. Co. Virgil Adams, Pub.	Virgil Adams (e)	L. K. Adams (we)	Virgil Adams (gm)	Virgil Adams (ad)	
GRENADA 7,388	Sentinel-Star (e) 2,483	.04		Flat (UP) (J) (5¢, 25¢w) (Wallace Witmer Co.)	Grenada Sentinel-Star. E. M. Grimes, Pres.-Pub.	M. M. Grimes (e)				
GULFPORT	See Biloxi-Gulfport.									
HATTIESBURG 29,474 31,622-ABC-CZ	American (e) ABC 14,121	.10		Flat (D) (AP) (5¢, 20¢w, 90¢mo) (Shannon & Associates, Inc.)	Hattiesburg American, Inc. Francis S. Harmon, Pres.	C. G. Andrews Harmon (eep) Leonard Lowrey (me)	C. G. A. Harmon (ne) Robert Cleveland (sp)	Thos. St. John (bm) M. E. Laird (cm)	Thomas St. John (ad-mga) Emmett R. Lowrey (ram) P. Harrison (cam)	E. R. Lowry (apm) T. Lee Praytor (ms)
JACKSON 98,271 105,532-ABC-CZ	Clarion-Ledger (m) 47,396			(D) (AP, INS) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)	Mississippi Publishers Corporation H. V. Watkins, Pres. R. M. Hederman, Jr., Pub. Warren Denniston, Asst. to Pub.	T. M. Hederman Jr. (e) Purser Hewitt (me) Gene Wirth (ce)	Carl McIntire (Su) Arnold Hederman (sp) Mrs. John Bookhart (we)	R. M. Hederman Jr. (gm) Gordon Meador (bm) Frank Gwynn (cm) A. R. Dillard (com)	Mack Smythe (ad) Frank Lewis (mga) Clarence Methvin (ram) Emmett Sutton (cam)	Al Sorge (rd) David "Rusty" Lipscomb (apm)
	News (e) ABC 41,361 Combined daily (m & e) ABC 88,593 .34 Flat Clarion Ledger & News (S) ABC 95,474*.34 Flat			(D) (AP, UP, INS, NEA) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)		Frederick Sullens (e) W. M. Lauderdale (me) James Ward (ce)	Carl McIntire (Su) Jack Fairly (ne) Carl Walters (sp) Maurine Twiss (we)			
*Combined as one Sunday issue Oct. 3, 1954.										

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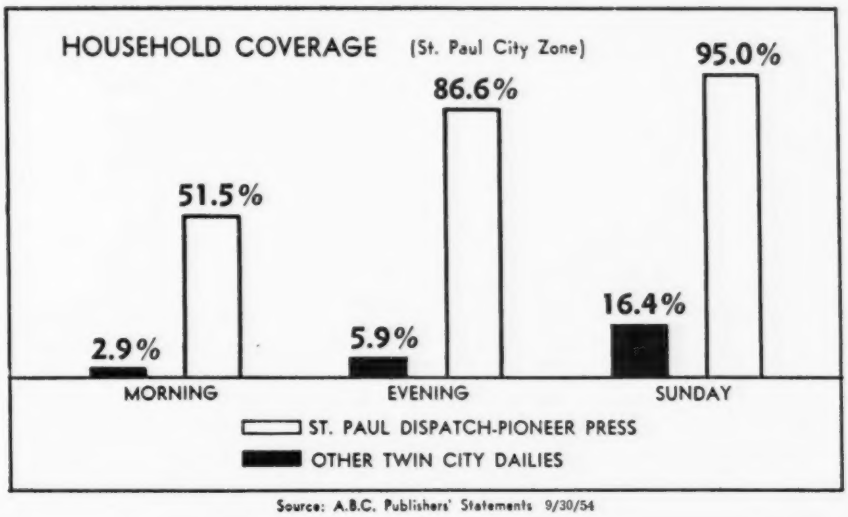

Source: A.B.C. Publishers' Statements 9/30/54

St. Paul Dispatch-Pioneer Press

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
JACKSON —Continued	State Times (1) (e) (S)*	.15	.15	(I-D) (UP) (5¢d, 10¢S, 35¢wk, $1.50mo) (none)	Citizens Pub. Co. R. E. Dumas Milner, Pres.	Norman Bradley (e) Paul Tiblier (me)	Norman Shavin (Su)	Dr. R. C. Cook (gm) Geo. McMurry (cm) Jas. A. Butchart (com)	Charles T. Patten (ad) Wm. L. Brown (cam)	Luther Petry (ms)
	*New newspaper scheduled for publication Mar. 1, 1955									
LAUREL 25,038 25,038-ABC-CZ	Leader-Call (e) ABC 11,387	.09	Flat	(I-D) (AP) (5¢, 25¢w, $1.10mo) (Mississippi Dailies)	Laurel Daily Leader, Inc. Thos. M. Gibbons, Pub. J. H. Skewes, Pres.	H. S. Gibbons (eep) Ralph Hays (me)	Miss Alice Patrick (we)	Thos. M. Gibbons (gm) R. W. Miller (cm)	Mrs. C. S. Herring (mga) Jas. Bishop (ram) L. M. Boone (cam)	.....
McCOMB 10,401	Enterprise-Journal (e ex Sat.)	5,132	.06	Flat (I-D) (AP) (J) (5¢, 85¢mo) (Mississippi Dailies)	J. O. Emmerich, Pub.	J. O. Emmerich (eep-e) Charles B. Gordon (me-ce)	Charles B. Gordon (ne-sp) Joy Thomas (we)	J. O. Emmerich (gm-bm) Donald Lawrence (cm)	A. S. Williamson (ad-ram-cam) J. O. Emmerich (mga)	W. E. Pickett (ms)
MERIDIAN 41,893 42,543-ABC-CZ	Star (e) ABC 20,317 Sunday edition (S) ABC 20,255	.14 .14	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w, $1.50mo) (The Branham Co.)	Meridian Star, Inc. Jas. H. Skewes, Ed & Pub. James Buckingham Skewes, Associate Editor and Pub. H. J. Elder, Asst. Pub.	Jas. H. Skewes (eep-e) W. L. Ellison (asst. ed.) C. H. Phillips (ce)	B. D. Stephens (me) Grady Crenshaw (ne) Dick Smith (sp) Helen Crooks (we)	Grace B. Skewes (gm) Ethel Anderson (bm) James Rasco (cm)	E. A. Schafer (ram) Myrtle Jenkins (cam)	Jerry Kerns (pm) Clinton Rawlings (ms)
NATCHEZ 22,740 22,740-ABC-CZ	Democrat (m ex Mon.) ABC 5,274 Sunday edition (S) ABC 5,558	.05 .05	Flat Flat	(I-D) (AP) (5¢, 10¢S, 20¢w) (Inland Newspaper Representatives, Inc.)	Natchez Democrat Printing & Publishing Co., Inc. J. W. Lambert, Pres.-Pub.	Elliott Trimble (eep-ce) Jas. W. Lambert (me)	Elliott Trimble (ne) James W. Lambert (Su) Norman Matthews (sp) Mrs. Ethel Stevens (we)	John Q. Lambert (gm) E. G. Lambert (cm)	J. Q. Lambert (ad) L. R. Lambert (cam)	John Q. Lambert (pm) J. B. Lambert (ms)
	Times (e ex Sat.) ABC 6,071 Sunday edition (S) ABC 5,756	.06 .06	.037 .037	(I) (INS, UP, CT-NYN) (5¢d, 10¢S, 20¢w, 85¢mo) (Mississippi Dailies)	Natchez Times Pub. Co. E. E. Blanchard, Pres. Fred C. Schleet Ex.-Vice Pres.	Herman L. Moore (e) Jeanerette Harlow (me)	Ray C. Hurt (sp) Miss Marie Grover (we)	Fred C. Schlett (gm) Charles Hommond (cm)	C. J. Moll (cam) Fred C. Schlett (mga)	J. W. Eidt (ms)
TUPELO 11,527 11,839-ABC-CZ	Journal (m) ABC 12,505	.085	Flat	(I-D) (UP) (5¢, 30¢w, $1.20mo) (Wallace Witmer Co.)	Journal Pub. Co. George McLean, Pres.-Pub.	Harry Rutherford (e)	Gene Gratz (ne) Gene Oyler (Su) Bill Ross (sp) Mrs. W. H. Daniel (we)	W. G. Stroud (gm)	W. G. Stroud (mga) Andy Andreaus (ram) Joe Landers (cam)	Richard Garner (ms)
VICKSBURG 27,948 27,948-ABC-CZ	Herald (m ex Mon.) ABC 3,168 Post (e) ABC 8,989 Combined daily (me) ABC 12,157 Post-Herald (S) ABC 8,840 Evening and Sunday (eS) ABC 17,829	.... .08 ..... .09	.... Flat ..... Flat	(D) (AP) (5¢, 10¢S) (The John Budd Co.)	J. G. Cashman & Sons L. P. Cashman, Pub.	L. P. Cashman (e) Burrell Conway (me) Chas. Faulk (ce)	Billy Ray (sp) Mrs. J. E. Sanders (we)	L. P. Cashman, Jr. (bm) P. L. Barclift (cm)	Joseph Knapp (mga)	John A. Boa (ms)
WEST POINT 6,432	Times-Leader (e)	4,702	.05	Flat (I-D) (AP) (5¢, 25¢w) (Wallace Witmer Co.)	Beulah L., and Henry Harris, Partnership	Henry Harris (eep-e)	.....	.....	.....	.....

MISSOURI

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AURORA 4,153	Advertiser (e)	2,560	.035	Flat (I) (J) (5¢, 60¢mo) (none)	Robert G. Lowry, Pub.	Robert G. Lowry (eep-me) Ray Royce (e)	Robert G. Lowry (ne)	Robert G. Lowry (gm) Mrs. Opal Irwin (cm)	Robert G. Lowry (ad) Mrs. O. Irwin (mga)	Glenn Seburn (ms)
BOONVILLE 6,686 6,686-ABC-CZ	News (e) ABC 3,161	.04*	Flat	(I-R) (AP) (5¢, $1.00 mo) (Missouri Associated Dailies)	Boonville Daily News H. R. Winsor, Pub.	C. W. Kirton (eep-e-me-ce)	C. W. Kirton (ne-sp) Mariana Neal (we)	O. T. Maxwell (gm-bm) Chas. Haley (cm)	Emil Summers (ad-mga-ram) Dorothy Clark (cam)	O. T. Maxwell (pm) Emil Summers (apm) F. Derendinger (ms)
	*.06 in combination with weekly Advertiser (Friday), circulation ABC 1,194.									
BROOKFIELD 5,810	News-Bulletin (e ex Sat.)	3,936	.05	Flat (I) (AP) (J) (5¢, 80¢ mo) (Inland Newspaper Representatives, Inc.)	Brookfield Pub. Co. Ira J. Williams, Pres.-Pub.	Ira J. Williams (e)	Tom Hartman (ne) Leigh Simpson (sp) Mayme Jones (we)	Ira J. Williams (gm) George Williams (bm) Isabel Leonard (cm)	Geo. Williams (ad-mga) Harold Bowyer (cam)	.....
BUTLER 3,333	Democrat (e ex Sat.)	.....	.02	Flat (D) (J) (none)	R. A. Ellis, Pub.	.....	.....	.....	.....	.....
CAMERON 3,570	News-Observer (e)	1,410	.035	.021 (D) (UP) (J) (5¢, 15¢w) (none)	News-Observer John C. & Bill Bross	B. B. Witt (e-me) Winifred Moser (ce)	Laura Whitaker (ne-we)	B. B. Witt (gm-bm) Winifred W. Moser (cm)	Marvin Fulk (mga-ram) Winifred Moser (cam)	B. B. Witt (pm) Cliff McElhinney (apm-ms)
CAPE GIRARDEAU 21,578 21,578-ABC-CZ	Southeast Missourian (e) ABC 14,333	.10	Flat	(I) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Naeter Bros. Pub. Co Fred W. Naeter, Pres. Fred W. and Geo. A. Naeter, Pubs.	Juel Mosley (me)	.....	Alvin Macke (bm) H. H. Howes (cm)	Keith Reed (ad) R. R. Schade (ram)	D. J. Barks (ms)
CARROLLTON 4,380	Democrat (e)	2,700	.05*	Flat (D) (AP) (J) (5¢, 70¢ mo) (none)	Democrat Ptg. Co.	Earl F. Cheesman (eep-e-me)	Dave Stampfli (sp) Mrs. Victor Nunn (we)	Earl F. Cheesman (gm-bm) Helen Earp (cm)	Dave Stampfli (ad-mga-ram-cam)	Dave Stampfli (apm) Jesse Cauthon (ms)
	*.06 in combination with weekly issue, circulation 800.									
CARTHAGE 11,188	Press (e)	6,131	.06	Flat (I-R) (AP) (J) (5¢, 20¢ w, $1.00mo) (none)	Carthage Pub. Co. E. L. Dale, Pres.-Pub.	E. L. Dale (eep-e-me-ce)	Jack Harshaw (sp) Myrle Benedict (we)	E. L. Dale (gm) Elmer R. Johnson (bm-cm)	Robert S. Dale (ad-mga) Elmer R. Johnson (cam)	Robert Crusa (ms)
	*.065 in combination with weekly issue, circulation 583.									
CHILLICOTHE 8,694	Constitution-Tribune (e)	5,055	.06	Flat (I) (AP) (5¢, 20¢w, 85¢ mo) (none)	Chillicothe Pub. Co. Chas. E. Watkins, Pres.-Pub.	Wm. H. Plummer (e)	Wm. H. Plummer (ne) Ray Thomas (sp) Miss Glenndoris Conner (we)	Phil Bohn (bm) Jack Reynolds (cm)	Phil Bohn (mga-ram) Miss Virginia Page (cam)	Todd Homan (ms)
CLINTON 6,075	Democrat (e)	2,797	.05	Flat (D) (UP) (5¢) (none)	Democrat Pub. Co.	.....	Mahlon N. White and Daniel B. Miles (ne)	Mahlon N. White (gm) Mrs. K. K. White (bm) Mrs. Lloyd Keller (cm)	J. E. White (ad) K. K. White (mga)	Alva Gene Martin (ms)
COLUMBIA 31,974 31,974-ABC-CZ	Missourian (University of Missouri) (e) ABC 2,872	.06	Flat	(I) (AP, UP) (5¢d, 25¢ w, $1.00mo) (none)	University Missourian Assn. John C. Stapel, Pres.	Maurice Votaw (eep) W. B. Bickley (e) Eugene Sharp (ce)	Miss Queen Smith (we)	John A. Hogg (gm) Jack C. Carr (cm)	Robert Buzbee (ad) Robt. Haverfield (cam)	L. D. Flynn (apm) E. B. Swift (ms)

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1954 . . . We reached a GREATER NUMBER OF PEOPLE in Metropolitan St. Louis than at ANY TIME in our 102 years of publication.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
COLUMBIA —Continued	Tribune (e) ABC 9,538	.08	Flat	(D) (AP, INS) (5¢, $1 mo) (Missouri Select Dailies)	Tribune Pub. Co. H. J. Waters, Jr., Pres.-Pub.	H. J. Waters, Jr. (e) John Philip Hamel (me)	Mrs. Jean Lipscomb (we) Charles D. Paulsell (sp)	M. D. Jett (bm) L. Francis Pike (cm)	John Lawson (mga) Austin C. Rynerson (cam)	Mike C. Creasy (ms)
EXCELSIOR SPRINGS 5,888	Standard (e ex Sat. & Mon.) 3,256 Sunday edition (S) 3,256	.065 .065	Flat Flat	(D) (UP) (J) (5¢, 5¢S, 25¢w) (none)	Standard Pub. Co. D. J. McGriffin, Pres.-Pub.	Marvin Crowley (eep-e)	Tillie Emmons (we)	Carl Satterlee (bm)	Harold Withers (mga) Bea Albertson (cam)	
FESTUS 5,199 8,698-ABC-CZ	News-Democrat (e ex Sat.) ABC	.06	Flat	(D) (UP) (J) (5¢, 20¢ w) (none)	News-Democrat, Inc. Lloyd W. Wright Pres.-Pub.	Harold L. Wright (eep-e) Sam Schapiro (ce)	Judy Hierseman (we) Sam Schapiro (sp)	Harold L. Wright (gm) Frank Scheubel (cm)	L. Wright (ad) Betty Ragsdale (cam)	Phil Hess (apm) Fay A. Warner (ms)
FLAT RIVER 5,308	St. Francois County Journal (e ex Sat.) 4,425	.045	Flat	(R) (J) (5¢w, 15¢w, 60¢mo) (none)	Daily St. Francois County Journal, Inc. C. B. Dees, N. A. Gerig, Carroll B. Gerig (pub.)	C. B. Gerig (e)	C. B. Gerig (we)	C. B. Dees (gm)	C. B. Gerig (ad)	
FULTON 10,052	Sun-Gazette (e) 3,903	.045	Flat	(D) (AP) (J) (4¢) (none)	Sun Printing Co. V. A. Johnston, Sr. and V. A. Johnston, Jr., Co-Pubs.	V. A. Johnston, Sr. and V. A. Johnston, Jr. (e) Jack Webb (ce)	Jack Webb (sp) Sarah Lee Potts (we)	Gretchen Nichols (cm)	R. O. Winter (ram) David Baker (cam)	V. A. Johnston, Sr. (ms)
HANNIBAL 20,444 20,675-ABC-CZ	Courier Post (e) ABC 10,326	.08	Flat	(I) (AP) (5¢, 35¢w) (Jann & Kelley, Inc.)	Courier-Post Pub. Co. P. D. Adler, Pres. E. L. Sparks, Pub.	Wm. A. Cable (eep-e) C. J. Cary (me)	Ed. O'Neill (sp) Kay Bowen (we)	E. L. Sparks (gm) B. E. Emerson (bm) D. M. Skoglund (cm)	E. L. Sparks (mga) C. R. Munson (ad-ram) Chas. Allen (cam)	E. L. Sparks, Jr. (ms)
INDEPENDENCE 36,963	Examiner (e) 8,620	.08	Flat	(I) (UP) (5¢, 20¢w, 85¢ mo) (Burke, Kuipers & Mahoney, Inc.)	Examiner Pub. Co. Oscar S. Stauffer, Pres.-Pub.	Sue Gentry (ce) James A. Southern (me) John W. McDonald, (Associate ed.)	Sue Gentry (ne) Charles Lanphear (sp) Dorothy Flanders (we)	T. Hall Collinson (gm) T. Hall Collinson (bm) David Beliles (cm)	R. E. Blake (ad-ram) T. Hall Collinson (mga) Beulah Boone (cam)	T. Hall Collinson (pm) Ed Moore (apm) Cliff Roudebush (ms)
	News (e) 865* Sunday edition (S) 865*	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢d, 5¢S, 15¢w-d&S) (none)	Craig Siegfried Publications Craig Siegfried, Pres	Craig Siegfried (eep) Bill Wallace (me-ce)		Ralph Wikkie (cm)	Ralph Sharp (ad)	
	*Sworn March 31, 1954.									
JEFFERSON CITY 25,099	Capital News (m ex Mon.) 4,884 Post-Tribune (e ex Sat.) 8,885 Combined daily (me) 13,769 Capital News Post-Tribune (S) 13,505	.... .09 .09	.... Flat Flat	(D) (R) (AP) (5¢, 10¢S, 30¢w) (Missouri Select Dailies) (I)	News Tribune Co. Mrs. R. C. Goshorn, Pres.	Chester Krause (e-PT) Joseph Majersky (e-CN)		R. L. Rose (gm) W. D. Tetrick (bm) Don Rice (cm)	R. L. Rose (mga) Richard Rugh (ram) William James (cam)	Orva Silfies (ms)
JOPLIN 38,711 48,026-ABC-CZ	Globe (m ex Mon.) ABC 30,039 News-Herald (e) ABC 12,601 Combined daily (me) ABC 42,640 Globe (S) ABC 34,815 Sunday & evening (eS) ABC 47,416	.... .21 ..... .21	.... Flat ..... Flat	(I) (AP) (5¢, 10¢S, 40¢ w) (The Katz Agency, Inc.)	Joplin Globe Pub. Co. Cowgill Blair, Pres.-Pub.	Philip Coldren (eep-e) Rex Newman (assoc e) Ray S. Cochran (me) S. A. Smith (ce-NH) George Ober (ce-G)	Lang Rogers (ne) Porter Wittich (sp) Elizabeth Molloy (we)	Cowgill Blair (gm) Fred G. Hughes (bm) H. J. Leggett (cm)	C. A. Blair (ad-mga) Wm. Fehrenbach (ram) E. D. Orton (cam)	C. A. Blair (pm) Tyler Conrad (ms)
KANSAS CITY 456,622 750,328-ABC-CZ	Star (17) (e) ABC 344,071 Times (morning edition of Star) (m) 336,824 Combined daily (me) ABC 680,895 Star (S) ABC 361,503	.... .95 .65	.... Flat Flat	(I) (AP, CDN, INS, UP, NANA, NYT, CTNYN, RN) (5¢, 15¢S, 40¢w-m, e&S, $1.74mo) Dwight I. Dollison (New York), L. I. Weishar (Chicago)	Kansas City Star Co. Roy A. Roberts, Pres.	Richard B. Fowler (eep) Roy A. Roberts (e) C. G. Wellington (ex. ed.) John W. Colt (me-S) Arthur F. Duncan (me-T) Ralph Eades (ce-S) James Turnbaugh (ce-T)	Paul Miner (ne) E. B. Garnett (Su) Ernest Mehl (sp) Erma Young (we)	Roy A. Roberts (gm) Arthur C. Wahlstedt (bus. m) Hugh Dasbach (cm)	Emil A. Sees (ad) James L. Barrick (nat. ad) Fred R. Kenower (ram) Roscoe Gillaspie (cam)	R. A. Barrows (pm-apm) Frank McKinney (prod. mgr.)
KIRKSVILLE 11,110	Express & News (e ex Sat.) 6,307 Sunday edition (S) 6,307	.06 .06	Flat Flat	(I-R) (UP) (5¢, 5¢S, 90¢mo) (Missouri Select Dailies)	E. E. Swain and Ed E. Swain, Jr., d.b.a. Kirksville Express E. E. Swain, Pres.-Pub.	E. E. Swain (eep-e-me) Steve Shinn (ce)	Carol A. Jones (ne) Virginia Campbell (we)	E. E. Swain, Jr. (bm)	E. E. Swain, Jr. (ad-mga-ram)	L. T. Shuvert (ms)
LAMAR 3,233	Democrat (e) 2,410*	.04	Flat	(I-R) (5¢, 10¢w) (none)	Madeline Aull Van Hafften (Editor)			Madeline Aull Van Hafften (bm)		
	*Sworn March 31, 1954.									
LEBANON 6,808 6,808-ABC-CZ	Record (e) ABC 2,708 Weekly edition (Fri.) ABC 996	.05 .05	Flat Flat	(I) (UP) (J) (5¢, 20¢w) (none)	Lebanon Pub. Co., Inc. O. R. Wright, Pres.-Pub.	Doyle Hilton (eep-e-me-ce)	Lee Dryden Goans (ne) Doyle Hilton (sp) Virginia MasKesson (we)	O. R. Wright (gm-bm) C. J. Fairfield (cm)	Catherine McCarthy (ad-mga)	Chas. F. Walstrom (ms)
LEXINGTON 5,074	Advertiser-News (e) 3,225	.055	Flat	(I) (UP) (5¢, 60¢m) (none)	Lexington News Pub. Co. John H. Shea, Pres.-Pub.	John H. Shea (e) J. V. Shannon, Jr. (me-ce)	J. V. Shannon, Jr. (ne-sp) A. B. Haerle (we)	John H. Shea (gm-bm)	B. M. Little, Jr. (ad-mga-ram)	Calvin Lorenz (ms)
MACON 4,152	Chronicle-Herald (e) 4,343	.05	Flat	(D) (AP) (J) (5¢, 80¢ mo) (none)	Chronicle-Herald Pub. Co.	Frank P. Briggs (e)	Tom Gordon (ne)	F. M. Sagaser (gm)	Tom Briggs (ram)	W. L. King (ms)
MARSHALL 8,850	Democrat News (e) 3,904	.05	Flat	(D) (AP) (J) (5¢, 20¢) (none)	Democrat News Ptg. Co. R. N. Hains, Pub.	R. N. Hains (e) John R. Hall (ce)	Mrs. Marianna Egan (we)	R. K. Hains (gm) Mrs. Gaye Donnelly (cm)	Randall K. Hains (ram)	Jack Cress (ms)
MARYVILLE 6,834 6,834-ABC-CZ	Forum (e) ABC 5,776	.06	Flat	(I) (AP) (5¢, 25¢w) (none)	Forum Pub. Co. O. S. Stauffer, Pres. M. W. Stauffer, Pub.	B. J. Alcott (e)	Emma Hull (we)	M. W. Stauffer (gm-bm-cm)	Frank Merenchi (mga)	
MEXICO 11,623 11,623-ABC-CZ	Ledger (e) ABC 6,441	.07*	Flat	(I-D) (AP) (5¢, $1.10 mo) (Missouri Select Dailies)	Ledger Newspapers, Inc. L. M. White, Pres. L. M. White and R. M. White, II, co-Pubs.	R. M. White, II (eep) L. M. & R. M. White co-editors James E. Sterner (me) William T. Kong (ce)	Robert Posen (sp) Laurene Miller (we)	R. M. White, II (gm) William Haas (bm) Vernon Duffy (cm)	William Haas (ad) John Plesko (ram)	Lebbius Ball (ms)
	*Includes insertion in Weekly Ledger (Thursday), Circulation 457.									

A City on the March... A Newspaper in Step

1954 has been a year of outstanding growth and expansion for Kansas City and its territory. Countless civic improvements have been consummated or are being carried through into 1955 for completion. More and more, Kansas City is strengthening its position as the metropolis and the capital of the Midwest. Following are just a few of the factors contributing to this position:

During 1954, millions of dollars have been spent for new schools and more millions earmarked for additional classrooms and other educational facilities for 1955.

The acquisition of the Athletics for Kansas City was one of the highlights of 1954. Already, work on the stadium is in progress. Seating capacity will be increased to about 34,000 at a cost of more than 2 million dollars.

An outstanding example of building progress in Kansas City is presented by the Hallmark Cards building at 25th and McGee, the city's largest private project, costing more than 8 million dollars. Other building operations have been at a high peak.

From the standpoint of housing 1954 apparently is the best year on record for Greater Kansas City, with a total of more than 10,000 units, according to best estimates.

Vast new parking facilities are under construction or planned for Kansas City. The Municipal Auditorium Garage, with three parking levels, is well under way. In the Sixth and Main street area, the Northside Parking Project is being cleared to provide approximately 1,800 parking spaces.

The Kansas City Power & Light Company has planned a new generating plant near Clinton, Mo., which will be a great benefit to the entire Kansas City area. The new project represents an expenditure of 125 million dollars.

The Midwest Research Institute's new building is nearing completion at Volker boulevard and Oak street, involving an expenditure of 1¼ million dollars.

A start on the Kansas Turnpike is to be made, with intricate trafficway pattern and interchanges in Kansas City, Kansas, scheduled for construction.

The Broadway Bridge is under construction at a cost of 13 million dollars, with completion scheduled within a year or fifteen months.

The Sixth Street Expressway, costing approximately 8 million dollars, is well under way with completion late in 1955 or early 1956.

As housing expands, many municipal projects are planned for the Kansas City area and suburban districts with new shopping centers assuming an important role.

New office buildings and hotels are in the expanding Kansas City picture and hospitals are adding more medical facilities.

From every standpoint, Kansas City is a city on the march, with present population estimates for the metropolitan area approaching 900,000 and an outlook for 1 million by 1960.

The Star always has recognized an obligation to keep in step with the needs of Kansas City and its territory. In 1954, The Star added new equipment in its mechanical departments, including the beginning of an installation of a new battery of presses to meet the ever-increasing need for speed in getting out more and bigger and better papers.

Also in 1954, color television was inaugurated by WDAF-TV, The Star's station, in keeping with the continuing policy of pioneering in this field.

Throughout the year, The Star printed countless, timely features, special articles and serials, in addition to presenting a full news coverage—local, national and world-wide.

The Star takes particular pride in the increase of its city carrier circulation, which reached a new all-time high during the past year—another indication that The Star is keeping pace with the city's rapid growth.

From every angle Kansas City is a city on the march, and The Star is proud in the belief that it is keeping in step with Kansas City's progress and contributing an important part to the Kansas City of the future.

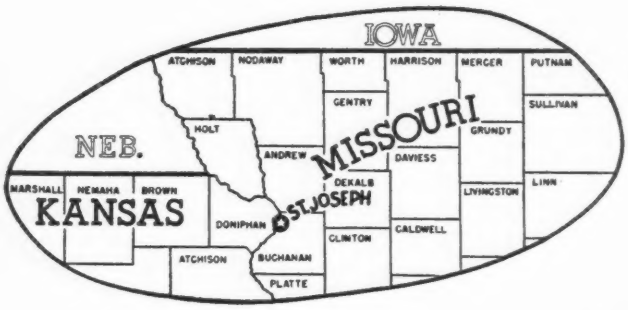
THE KANSAS CITY STAR

Morning 342,344 **Evening 349,712** **Sunday 369,638**

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOBERLY 13,115 13,115-ABC-CZ	Monitor-Index & Democrat (e) 8,877	.07		Flat (D) (AP) (5¢, 25¢w) (Missouri Select Dailies)	Moberly Index Ptg. Co. James Todd, Pres.-Pub.	W. T. Van Cleve (e)... James Todd (me)	Bradley Powell (ne) Stanley Isle (sp) Jo Driskell (we)	James Todd (gm) J. K. Van Cleve (bm) Jim Carney (cm)	D. L. Owen (ad) Mrs. C. N. Smith (cam)	O. K. Hammitt (ms)
MONETT 4,771	Times (e) 3,989	.055		Flat (I-R) (J) (5¢) (none)	Monett Times Co. Kenneth G. Meuser, Pub.		Dick Brady (Su) Ray Rowland (ne) Mrs. F. J. Henbert (we)		Hal Martin (ad)	
NEOSHO 5,790	News (e ex Sat.) 4,916 Sunday edition (S) 5,062	.06 .06	 Flat	Flat (I) (UP) (J) (5¢, 5¢S) 25¢w) (Inland Newspaper Reps.)	Neosho Pub. Co., Inc... Howard L. Bush, Pres.-Pub.	Howard L. Bush (eep-me)		Howard L. Bush (gm-bm) Howard Moore (cm)	John Hall (ad)	John Hall (pm)
NEVADA 8,009	Mail (e) 4,113 Herald (S) 4,344	.055 .06	Flat Flat	Flat (D) (AP) (J) (5¢d; 10¢S, $1.10mo) (Inland Newspaper Reps.)	Nevada Pub. Co. Oscar S. Stauffer, Pres. Ben F. Weir, Pub.	Peter V. McCoy (me)	Glessie Ewing (we)	Ben F. Weir (gm-bm) Ludmila Weir (cm)	Edward Steele (ad-mga-ram)	Ben F. Weir (pm-apm) Eddie Roe (ms)
POPLAR BLUFF 15,064 15,064-ABC-CZ	American Republic (e) ⓐ 12,049	.08		Flat (i) (AP) (J) (5¢, 30¢w) (none)	Poplar Bluff Ptg. Co... Mrs. John H. Wolpers, Pub.	Robt. M. Wolpers (e-me) Jas. Hendrickson (ce)	James Hendrickson (ne) Robt. E. Gray (sp) Aldine Fenton (we)	Robt. M. Wolpers (gm)... R. M. Saracini (cm)	F. P. Jacobs (ad) Thelma Porter (mga) J. W. Wheetley (cam) Ed. Wilmore (ram)	Herb Piper (ms)
RICH HILL 1,820	Review (e ex Sat.)	.021		Flat (D) (J) (none)	Edw. L. Kenny, Pub...	Edw. L. Kenny (e)		R. M. Pemberton (ad) Mrs. R. M. Pemberton (cm)	R. M. Pemberton (ad)	E. Kenny (ms)
ROLLA 9,354	Daily Herald (e) 3,625*	.05	.40	(I) (AP) (J) (5¢, 25¢w, $1mo) (Missouri Select Dailies)	Wm. B. Breuer, Pub.	Wm. B. Breuer(e)	Vivien Humphrey (we)		Garvin Berry (ad)	Garvin Berry (apm)
	*Sworn March 31, 1954									
	News (e ex Sat.) 5,383	.07*		Flat (I) (UP) (7¢) (Missouri Select Dailies)	Edward W. Sowers, Pub.	Edward W. Sowers (e)	Barney Miller (ne) Christine Buetler (we)	Geo. Madden (bm) Lee Malone (cm)	Geo. Madden (mga) Clyde Roberts (ram)	
	*.07 daily only or daily and weekly New Era (Thur) circ. 1,600									
ST. CHARLES 14,314	Banner-News (e ex Sat.) 3,310	.045		Flat (I-D) (J) (4¢, 20¢w) (none)	Banner-News Co., Inc. M. A. Thomson, Pub.	W. Feustel (ce)	R. Kelch (sp)	M. A. Thomson (gm)		
	Cosmos-Monitor (e ex Sat.) 2,884	.045		Flat (I-R) (J) (5¢, 15¢w) (none)	St. Charles Pub. Co., Inc. Amon C. Weeke, Pres. Amon C. Weeke and Darby R. Tally Co-Pubs.	Darby R. Tally (eep-e-me) Glenn Goellner (ce)	Glen Goellner (ne-sp)	Darby R. Tally (gm-bm-cm)	Darby R. Tally (ad-mga-ram) Ella Woehrle (cam)	Amon Weeke (ms)
ST. JOSEPH 78,588 87,005-ABC-CZ	Gazette (1) (m ex Sat.) ⓐ 41,394			(I-R) (AP, UP, INS) (5¢, 15¢S, 60¢w-d&S) (Kelly-Smith Co.)	The News Press & Gazette Co. Henry D. Bradley, Pres.-Pub.	Arthur V. Burrowes (e) Merrill Chilcote (me-ne) Harold Slater (ce-NP) Don Houseworth (ce-G)	Harold Mills (ne-G) Merrill Chilcote (Su) Wm. Scott (sp-NP) Dave Rosen (sp-G) Jane Bush (we)	Knowlton Parker (bm) W. J. Morrissey (cm)	Victor A. Modeer (ad).. Ethan H. Campbell (mga) Chas. Sullivan (cam)	Knowlton Parker (pm) N. Hetherington (ms)
	News-Press (e ex Sat.) ⓐ 48,482									
	Combined daily (me) ⓐ 89,876	.28	Flat							
	News-Press (S) ⓐ 50,213	.20	Flat							

Do You Want BIG SALES VOLUME in St. Joe, Mo.?



Tell YOUR Story to 92% of St. Joseph's Homes

thru the

ST. JOSEPH NEWS-PRESS

St. Joseph Gazette

Kelly Smith Co., Nat'l Adv. Rep.

NO OTHER Daily or Sunday NEWSPAPER Reaches 8% of This Market!

• ST. LOUIS POST-DISPATCH • FIRST IN ADVERTISING • ST. LOUIS POST-DISPATCH • FIRST IN ADVERTISING • ST. LOUIS POST-DISPATCH •

54

consecutive years of advertising leadership . . . .

Only results to the advertiser support the kind of enduring leadership the Post-Dispatch has scored every year.

A direct and effective sales approach to St. Louis, it offers the most thorough and the most economical coverage available of the big St. Louis market.

ST. LOUIS POST-DISPATCH

FIRST in Sunday Total Circulation
FIRST in Sunday City Zone Circulation
FIRST in Daily Total Circulation
FIRST in Daily City Zone Circulation
FIRST in Home Readership
FIRST in Advertising (Total Paid)
FIRST in Automotive Display Advertising
FIRST in Classified Advertising
FIRST in Financial Display Advertising
FIRST in General Display Advertising
FIRST in Retail Display Advertising
FIRST in Rotogravure Advertising
FIRST in Automotive-Miscellaneous Advertising
FIRST in Bank and Trust Company Advertising
FIRST in Building Supplies and Contractors Advertising
FIRST in Church Advertising
FIRST in Cigar Advertising
FIRST in Cigarette Advertising
FIRST in Clothing Store Advertising, Men's
FIRST in Clothing Store Advertising, Women's
FIRST in Clothing Store Advertising, Men's and Women's
FIRST in Comic Advertising—Sunday
FIRST in Total Department Store Advertising
FIRST in Department Store Basement Advertising
FIRST in Department Store Upstairs Advertising
FIRST in Drug Store Advertising
FIRST in Electrical Appliances and Supplies Advertising
FIRST in Furniture and Household Advertising
FIRST in Garage and Service Station Advertising
FIRST in Gasoline and Oil Advertising
FIRST in General Grocery Advertising
FIRST in Grocery Store Advertising
FIRST in Heating and Plumbing Advertising
FIRST in Hotel and Resort Advertising (General)
FIRST in Hotel and Restaurant Advertising (Retail)
FIRST in Housing Equipment and Supplies Advertising
FIRST in Industrial Advertising (General)
FIRST in Jewelry Store Advertising
FIRST in Liquor Advertising (General)
FIRST in Liquor Store Advertising
FIRST in Miscellaneous Advertising (Retail)
FIRST in Musical Instrument Store Advertising
FIRST in New Passenger Car Advertising
FIRST in Publication Advertising (General)
FIRST in Radio Retail Advertising
FIRST in Radio Set Advertising (Incl. TV) General
FIRST in Retail Less Department Store Advertising
FIRST in Shoe Store Advertising
FIRST in Toilet Goods and Beauty Shop Advertising
FIRST in Toilet Requisite Advertising (General)
FIRST in Total Tobacco Advertising
FIRST in Transportation (General)

the selling force behind St. Louis Business

For the year 1954, Media Records, This Week, American Weekly and "Parade" not included.

• ST. LOUIS POST-DISPATCH • FIRST IN ADVERTISING • ST. LOUIS POST-DISPATCH • FIRST IN ADVERTISING • ST. LOUIS POST-DISPATCH •

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. LOUIS 856,796 1,418,588-ABC-CZ	Globe-Democrat (m ex Sat.) 291,962 Saturday edition (Sat.) 275,122 Sunday edition (S) 354,354	.78 .78 .81	Flat Flat Flat	(I) (AP, CT, NYN, RN, NYT) (*S) (5¢, 15¢S, 45¢w-d&S, $1.90mo) (Scolaro, Meeker & Scott, Cresmer & Woodward, Inc. (Pacific Coast), Hal Winter Co. (Florida)	Globe-Dem. Pub. Co. E. Lansing Ray, Pub. and Chm. of Bd. James C. Burkham, Pres. C. Arthur Weis, V. P. & Treas. Justin L. Faherty, Asst. to Pub.	E. Lansing Ray (e) Louis LaCoss (eep & V.P.) Aaron G. Benesch (me) Leroy C. Oetter (ce)	Martin Duggan (ne) Paul Tredway (Su) Robert Burnes (sp) May Hunt (we)	James F. Jae (cm) H. O. Wilkat (auditor)	Wilson W. Condict (ad) Al Stokman (asm) Ernest G. Hoffsten (mga) T. Frank James (ram) Herbert G. Schaefer (cam)	Edwin H. Evers (Prod. Mgr. & V. P.) Edward W. Evers (ms) Chas. F. Kistenmacher (pm) Oliver C. Stoff (apm)
	Post-Dispatch (2) (e ex Sat.) 387,398 Saturday edition (Sat.) 302,457 Sunday edition (S) 460,501	.84 .84 .88	Flat Flat Flat	(I.D.) (AP, UP, INS, NYHT, CDN) (*S) (J) (5¢, 15¢S, $1.25mo-d) J. V. Ambrose (New York), E. M. Roscher (Chicago), Leonard Co. (Florida), West-Holliday Co., Inc. (Pacific Coast)	Pulitzer Pub. Co. Joseph Pulitzer, Pres.-Pub.	Irving Dilliard (eep) Joseph Pulitzer (e) J. Pulitzer, Jr. (asso. e) Raymond L. Crowley (me) Sam B. Armstrong (ce)	A. L. Clarke H. T. Meek, Sidney R. Stanard (ne) Evarts A. Graham, Jr., Julius H. Klyman (Sunday Pictures), Alfred D. Offer (we)	Chas. J. Hentschell (bm) G. E. Carvell (cm) Dell B. Stafford (com)	Fred F. Rowden (ad) Ben L. Brockman (mga) Paul Talbot (ram) B. C. Corrigan (cam)	John P. Baker (apm) Alex T. Primm (prod. mgr.)
SEDALIA 20,354	Capital (m ex Mon.) 4,159 Democrat (e ex Sat.) 7,605 Combined daily (me) 11,764 Combined Sunday (S) 12,091	.... .08.. .08	.... Flat Flat Flat	(I-R) (I-D) (AP) (7¢, 10¢S, 30¢w, $1mo) (none)	Sedalia Democrat Co.	Geo. H. Scruton (eep-e-me) Peter Potter (ce)	Peter Potter (ne-Su) D. Kelly Scruton (sp) Hazel Lang (we)	Geo. H. Trader (gm) Geo. H. Scruton (bm) Paul Mines (cm)	K. U. Love (ad-mga-ram-cam)	K. U. Love (pm-apm) Emmet Sullivan (ms)
SIKESTON 11,640 11,640-ABC-CZ	Standard (e) 4,478	.05	Flat	(D) (AP) (J) (5¢, 20¢w, 85¢mo) (none)	Sikeston Publishing Co. Mrs. C. L. Blanton, Pres. C. L. Blanton, Jr., Pub.	C. L. Blanton, Jr. (eep-e-me) Kelsey Short (ce)		A. L. Arnold (cm)	H. Barnett (ad) Karl King (ram) R. Hunter (cam)	G. W. Gardner (ms)
SPRINGFIELD 66,731 79,124-ABC-CZ	News (m) 21,227 Leader & Press (e) 35,522 Combined daily (me) 56,749 News & Leader (S) 57,309	.... .22 .22	.... Flat Flat Flat	(I) (AP, INS, UP) (5¢, 10¢S, 35¢w-d&S, $1.50mo) (The Branham Co.)	Springfield Newspapers, Inc. T. W. Duvall, Pres.	C. W. Johnson (eep-me) Perry E. Smith (ce)	Walter Brunkhorst (ne) Perry E. Smith (Su) Don Mahnken (sp-m) Marty Eddlemon (sp-e) Elaine Phillips (we)	Tams Bixby, Jr. (gm) Arch A. Watson (bm) Gene Fergerson (cm-city) Geo. Woomer (cm-rural)	Dan H. Wheeler (ad-ram) Robert A. Tinkler (mga) Ralph Leeson (cam)	Arch A. Watson (pm) Dan H. Wheeler (apm) Irvan H. Darnall (ms)
TRENTON 6,157	Republican-Times & Gazette (m) 3,961	.05	Flat	(R) (AP) (5¢) (Thos. Clark Co., Inc.)	W. B. Rogers Ptg. Co., Inc. Ray Van Meter, Pres.-Pub.	Ray Van Meter (me)		Ray Van Meter (gm)	Ray Van Meter (ad)	
WARRENSBURG 6,857	Star-Journal (e ex Sat.) 2,650	.06	Flat	(I-D) (UP) (J) (5¢, 80¢ mo) (none)	The Star-Journal Pub. Co. William C. Tucker, Pres.	William C. Tucker (e) Leland Markward (ce)	Leland Markward (ne) Caroline Anderson (we)	William C. Tucker (gm-bm)	William C. Tucker (ad) Floraetta Wilson (cam)	V. K. White (ms)
	*Rate includes insertion in semi-weekly Star-Journal (Tuesday and Friday), circulation 2,000.									
WEBB CITY 6,919	Sentinel (e) 912	.025	Flat	(R) (J) (5¢, 10¢w) (none)	Hal M. Wise, Jr., Pub.	Hal M. Wise, Jr. (e-me-ce)	Dorothy Wise (we)	Hal M. Wise, Jr. (gm) Mrs. Hal M. Wise, Jr. (bm)	Charles Smuck (ad) Mrs. Hal M. Wise, Jr. (cam)	Charles Smuck (apm) J. W. Potter (ms)
WEST PLAINS 4,916	Quill (e ex Sat.) 5,290	.07	Flat	(I-D) (AP) (J) (5¢, 50¢, mo) (none)	Quill Press Co. Frank L. Martin, Jr. Pub.	Frank L. Martin, Jr. (e-me) Frank L. Martin (ce)	Frank L. Martin (ne-sp) Mary Gum (we)	Jewell Magenot (bm) Opel Smith (cm)	Joan Collins (ad-mga)	Marvin Collins (ms)

MONTANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BILLINGS 31,834 42,608-ABC-CZ	Gazette (m) 24,230 Gazette (e) 9,592 Combined daily (me) 33,822 Sunday edition (S) 35,332 Evening and Sunday (eS) 44,924	.... .18 .18 .21	.... Flat Flat Flat	(I) (AP,UP) (J) (5¢ 10¢ S, 35¢w-d&S) (Jann & Kelly, Inc.)	The Gazette Ptg. Co. Fred W. Pierce, Pres.	Tom Stout and Oscar Chaffee (eep) Harold Seipp (e-me)	Roy Anderson (sp) Mrs. Maxine Vincent (we)	Fred W. Pierce (bm) E. C. Aitchison (cm)	J. S. Hilleboe (ad) John F. Evans (cam)	
BOZEMAN 11,325	Chronicle (e ex Sat) 4,636 Sunday edition (S) 5,015	.07 .07	Flat Flat	(I-R) (AP) (5¢, 5¢S, $1.25mo) (none)	Gallatin Pub. Co. Robert S. Howard, Pres. (Scripps League)	Nicholas Ifft, III (eep-e) Walter Secor (me) Phil Neuiswanger (ce)	John Saxman (sp) Nola Theobold (we)	Nicholas Ifft, III (gm) Betty Fountain (bm) George Theobold (cm)	A. R. McPherson (ad-ram) Harold Peterson (cam)	Nicholas Ifft, III (pm) Richard Lingard (ms)
BUTTE-ANACONDA 33,251—Butte 11,254—Anaconda 58,843-ABC-CZ	Montana Standard (m) 18,285 Post (e) 10,889 Combined daily (me) 29,174 Montana Standard (S) 25,079 Evening and Sunday (eS) 35,968	.... .16 ..... .18	.... Flat ..... Flat	(I) (AP) (J) (5¢d, 10¢ S, 40¢w-d&S) (Jann & Kelly, Inc.) (I) (J) (AP) (5¢, 30¢ w) (Jann & Kelley, Inc.)	Standard Pub. Co. R. H. Glover, Pres. Post Pub. Co. J. H. Dickey, Jr., Pres.	Law Risken (e-me) Tom Wigal (ce) G. W. Moon (e) Law Risken (me) Tom Wigal (ce)	Jean Jordan (sp) Madge Kilroy (we) Frank Quinn (sp) Mabel French (we)	H. V. Tower (cm) Law Risken (gm) H. V. Tower (cm)	Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam) Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam)	Cliff Bowman (ms) Cliff Bowman (ms)
DILLON 3,268	Tribune (e ex Sat.) 1,850	.05	Flat	(I-R) (UP) (J) (5¢, 40¢ mo) (Inland Newspaper Representatives, Inc.)	Tribune Pub. Co. E. C. & E. S. Townsend, a partnership	E. S. Townsend (eep-e-me-ce)	E. S. Townsend (ne-sp) we)	E. C. Townsend (gm-bm-cm)	E. C. Townsend (ad-mga-ram-cam)	E. C. Townsend (pm-apm-ms)
GLENDIVE 6,842	Ranger (e ex Mon. and Sat.) 2,931 Sunday edition (S) 2,931	.06 .06	Flat Flat	(I-R) (UP) (5¢, 5¢S, 25¢w, $1.20mo) (Arthur H. Hagg & Associates, Inc.)	Eastern Montana Pub. Co. Ken Byerly, Pres.-Pub.	Bill Ellis (e) Bob Downing (ce) Max M. Lewis (me)	Bob Downing (ne-Su) Bob Downing (sp) Jean Amundson (we)	Max M. Lewis (gm-bm) Ken Swanson (cm)	Glen Som (ad-mga-ram) Jean Amundson (cam)	Glen Som (pm-apm) Max M. Lewis (ms)
GREAT FALLS 39,214 42,804-ABC-CZ	Tribune (m) 31,868 Leader (e) 7,531 Combined daily (me) 39,399 Tribune (S) 36,200 Evening and Sunday (eS) 43,731	.... .21 .21 .22	.... Flat Flat Flat	(D) (AP,UP) (J) (5¢, 10¢S, $1.60mo) (Reynolds-Fitzgerald Co.) (R) (AP:UP) (5¢, 30¢w d&S) (Reynolds-Fitzgerald Co.)	The Tribune Alexander S. Warden, Pub.-Pres. The Leader Co. Alexander Warden, Pres.	R. D. Warden (me) Wm. Zadick (ce) Frank Tenney (me) Robert Barnes (ce)	Ron Rice (sp) C. T. Sullivan (sp) Eleanor Doty (we)	Beecher Cushman (bm) Don Hoffman (cm) Joel Koppang (com) Beecher Cushman (bm) Earl Longan (cm) Joel Koppang (com)	N. S. Monsos (mga) Frank Eigemen (ram) Walter Valacich (cam) Norman S. Monsos (mga) Frank Eigeman (ram)	Frank Tebeau (ms) Frank Tebeau (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HAMILTON 2,678	Ravalli Republican (e ex Sat.) 1,916	.05		Flat (R) (J) (5¢) (Newspaper Associates, Inc.)	Ravalli Republican Jack E. Coulter, Pub.	Jack E. Coulter (e)	Dan Halligan (ne-sp)	Jack E. Coulter (gm-bm-em)	Jack E. Coulter (ad-mga-cam)	Roland Hull (ms)
HAVRE 8,086	News (e ex Sat.) 3,943	.06		Flat (R) (AP) (J) (5¢, 65¢ mo) (Arthur H. Hagg & Associates, Inc.)	Hill County Pub. Co J. R. Larcombe, Pres. John F. M. Travis Sec. Treas and Pub. (co-ownership)	H. C. Watts, Jr. (e)	Louis Bach (sp) Avis Easton (we)	John F. M. Travis (gm) Josephine Faltrino (cm)	John F. M. Travis (ad). T. Wilson (mga)	W. N. Cole (ms)
HELENA 17,581 17,581-ABC-CZ	Independent-Record (e) 7,716 Sunday edition (S) 7,856	.09 .09		Flat (I) (AP,NYHT) (J) (5¢, 5¢S, 30¢w) (Jann & Kelly, Inc.) Flat	Mont. Record Pub. Co. T. B. Weir, Pres.	E. A. Dye (eep-e) Al Gaskill (me-ce)	Tom Mooney (ne) Duane Bowler (sp) Gladys LeFora (we)	Ray G. Smidt (bm) Berton Amsberry (cm)	Wm. C. Campbell (ad-mga-ram-cam)	
KALISPELL 9,737 10,879-ABC-CZ	Inter Lake (e) 5,933 Sunday edition (S) 5,931	.08 .08		Flat (I-R) (UP) (5¢, 10¢S, $1.50mo) (Gilman, Nicoll & Ruthman) Flat	Inter Lake Ptg. Co. R. S. Howard, Pres. Wm. Sweetland, Pub. (Scripps League)	M. D. Glover (eep-e) F. H. Bradford (me) Wm. Sweetland (eep-e) Bob Paulos (me)	Richard Floyd (ne) Marian Abbott (we)	Wm. Sweetland (gm-bm) Gene Carpenter (cm)	B. E. Jensen (ad-ram) Craig Harris (mga) Joe Reynolds (cam)	Wm. Sweetland (pm) W. E. O'Leary (ms)
LEWISTOWN 6,573	News (e ex Sat. & Mon.) 4,362 Sunday edition (S) 4,451	.07 .07		Flat (I) (UP) (J) (5¢, 10¢S, $1.25mo) (Arthur H. Hagg Associates, Inc.) Flat	Byerly Publishing Co. K. R. Byerly, Pres.-Pub.	K. R. Byerly (eep) Hans Knight (e-me)	Saul Freilich (ne) La Nelle Taylor (Su-we) Saul Freilich (sp)	Lloyd C. Raw (gm-bm) Irv. Stenborg (cm)	Paul Erickson (ad-mga) Frank Thomas (ram) Betty Puckett (cam)	Lloyd C. Raw (pm) Paul Erickson (apm) Konrad Braaten (ms)
LIVINGSTON 7,683 7,683-ABC-CZ	Enterprise (e) 2,725	.05		Flat (I) (AP) (J) (5¢, 25¢w) (Jann & Kelley, Inc.)	Livingston Pub. Co R. E. Miller, Pres.	R. E. Miller, (eep-e-me) Francis Powell (ce)		J. G. Lake (gm-bm) Elmer Olson (cm)	J. G. Lake (ad-mga)	Robert Dick (ms)
MILES CITY 9,243	Star (e) 4,582 Sunday edition (S) 4,582	.07 .08		Flat (I) (AP, UP) (J) (5¢, 10¢S, $1.00mo) Flat (Arthur H. Hagg & Associates, Inc.)	Star Ptg. Co. Robert J. Scanlan, Pub.	Robert J. Scanlan (eep-me)		Robert J. Scanlan (gm)	Robert Donahue (mga)	
MISSOULA 22,485 31,864-ABC-CZ	Missoulian (m) 13,423 Sentinel (e) 3,275 Combined daily (me) 16,495 Missoulian (S) 16,698	.... .11 .11	.... Flat Flat	(I) (AP) (J) (5¢, 10¢S, 40¢w-d&S) (Jann & Kelley, Inc.)	Missoulian Pub. Co. J. H. Dickey, Jr., Pub.	Guy Mooney (me) Deane Jones (ce)	Ray Rocene (sp) Gertrude Bassett (we)	R. E. Morrison (bm) J. L. Stocke (cm)	R. E. Morrison (mga) E. A. Holmes (ram)	

NEBRASKA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALLIANCE 7,891 7,891-ABC-CZ	Times-Herald (e) 3,930	.055		Flat (R) (UP) (J) (5¢, 30¢ cty, 25¢cty) (Inland Newspaper Representatives, Inc.)	Alliance Pub. Co., Inc. Fred A. Seaton, Pres. Gene Kemper, Pub.	Gene Kemper (eep-e) Dick Manley (me)	Dick King (sp) Helen Kemper (so)	Gene Kemper (gm)	Hugh Bunnell (ad-mga)	Marc Miller (ms)
BEATRICE 11,813 11,813-ABC-CZ	Sun (e ex Sat.) 9,838 Sunday edition (S) 9,981	.09 .09		Flat (I-D) (AP) (5¢, 5¢S, 25¢w-d&S) (Arthur H. Hagg & Associates, Inc.) Flat	The Beatrice Daily Sun, a partnership E. M. Marvin, Pub.	E. M. Marvin (eep-e) R. S. Marvin (me)	Al Riddington (sp) Hazel Sabin (we)	R. S. Marvin (gm) Alexis Schumacher (cm)	George F. Marvin (ad)	K. Stolzenberg (ms)
COLUMBUS 8,884 8,884-ABC-CZ	Telegram (e) 7,337	.07		Flat (I-D) (UP) (J) (5¢, 15¢ w) (Inland Newspaper Representatives, Inc.)	The Telegram Co., Inc. R. F. Kennedy, Pres. Z. H. Loomis and R. F. Kennedy, Pubs.	Z. H. Loomis (e-me)	Paul Ernst (sp)	Z. H. Loomis (gm) R. F. Kennedy (bm-cm)	R. F. Kennedy (ad)	
FAIRBURY 6,395	News (e)	.....	.05	Flat (I-R) (AP) (J) (5¢, 15¢ w) (Inland Newspaper Representatives, Inc.)	The News Pub. Co. Leland M. Turnbull, owner	Robt. J. Sanders (e) Thos. B. Lathem (me-ce) Dean Terrell (rural ed)	Gladys Lamm (we)	Roy Holloway (cm)	Robert E. Lea (ad) Annabelle Sollenberger (cam)	Arlen Sollenberger (ms)
FALLS CITY 6,203	Journal (e) 4,495	.05		Flat (I) (UP) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Journal Pub. Co. Virgil Falloon, Pres. N. W. Todd and Leo F. Nusbaum, Co-Pub.	N. W. Todd (e) G. W. Schock (ce)	G. W. Schock (sp) Rosetta Hahn (we)	Leo F. Nusbaum (bm) Marjorie Loucks (cm)	Joan Bohrer (ad)	J. A. Long (ms)
FREMONT 14,762 14,762-ABC-CZ	Guide & Tribune (e) 11,020	.08		Flat (I) (AP) (5¢, 25¢w) (Ward-Griffith Co. Inc.)	Walker Newspapers, Inc. Lester A. Walker, Pres.-Pub.	Lester A. Walker (e) Russell W. Weber (me)	Peg Boemecke (ne) Mary Reynolds (we)	Lester A. Walker (gm) Grant M. Coover (bm) Leon Eggers (cm-ctry.)	Grant M. Coover (ad)	
GRAND ISLAND 22,682 23,708-ABC-CZ	Independent (e) 18,741	.12		Flat (I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates, Inc.)	The Grand Island Independent Pub. Co. Oscar S. Stauffer, Pres. F. H. Vandegrift, Pub.	Arch W. Jarrell (eep-e-me) John H. Conant (ce)	John H. Conant (ne) Harold Hartley (sp) Mabel C. Nay (we)	F. H. Vandergrift (gm-bm) Eugene Budde (cm)	Ralph Clark (ad-mga-ram-cam)	Ralph A. Clark (pm-apm) Robert E. Olson (ms)
HASTINGS 20,211 20,211-ABC-CZ	Tribune (e) 16,468	.11		Flat (I) (AP, INS, UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co., Inc. Fred A. Seaton, Pres.-Pub.	Fred A. Seaton (eep) Burt James (me) Helen Hemphill (ce)	Russell Toler (ne) Bill Madden (sp) Pat Peck (we)	Fred A. Seaton (gm) L. P. Kissinger (bm) H. R. Purdum (cm)	Robert Hunter (ad) Bud Meiniger (cam)	Cy Wolfe (ms)
HOLDREGE 4,381	Citizen (e) 3,675	.05		Flat (I) (UP) (5¢d, 25¢w) (Inland Newspaper Representatives, Inc.)	Citizen Pub. Co. LaMonte M. Lundstrom, Pres. Harold L. Spence, Pub.	Harold L. Spence (e) Jim Donnelly (ce)	Don Lindstrom (sp) Barbara Riley (we)	Jack Jackson (cm)	Clarke Bradley (ad)	
KEARNEY 12,115 12,115-ABC-CZ	Hub (e) 6,108	.07		Flat (I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates)	Kearney Hub Pub. Co. Ormond P. Hill, Pub.	E. E. Chittenden (eep-e-me) Rod Riggs (ce)	Charles P. Eisenmann (sp) Calla M. Peterson (we)	Ormond P. Hill (gm) E. M. McKean (bm) Robert S. Ayres (cm)	Bill Miller (mga-ram) Marcia Laflin (cam)	Bill Miller (pm) William Goodman (ms)
LINCOLN 98,884 106,931-ABC-CZ	Star (1) (m) 23,717 Journal (e) 45,962 Combined daily (me) 69,679 Journal-Star (S) 49,293	.... .27 .25	.... Flat Flat	(I) (AP, INS) (J) (5¢, 30¢w, 74¢w-m-e&S) (Jann & Kelley, Inc.) (I) (AP, UP, CDN) (J) (5¢, 30¢w, 74¢w-m-e&S) (I) (AP, INS, CDN, UP) (J) (15¢S, 74¢w-m, e&S) (Jann & Kelley, Inc.)	Journal-Star Printing Co. Fred Seacrest, Pres. Walter W. White, Pub. Journal-Star Printing Co. Fred Seacrest, Pres. & Co-Pub. Joe W. Seacrest, Co-Pub.	James E. Lawrence (e) Earl Dyer (ce) R. A. McConnell, Jr. & Joe W. Seacrest & Fred Seacrest (e) Joe R. Seacrest (asso. ed.) Neale Copple (ce)	Larry Becker (ne) Don Bryant (sp) Lynelle Greer (we) Maxine Wolf (state ed) Gil Savory (ne) Dale L. Griffing (Su) Dick Becker (sp) Helen Haggie (we) Hub Ogden (state ed)	Fred Seacrest, Joe W. Seacrest, Walter W. White (gm) Mark T. Seacrest (cir. dir.) Jay F. Seacrest (prod. mgr.)	Dorsey G. McIntyre (ram) Ray Hitchcock (mga) Wm. Golding (cam)	Alex Schneider (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
McCOOK 7,678 7,678-ABC-CZ	Gazette (e) (ABC)	.06		Flat (I) (UP) (5¢, 25¢w) (Arthur H. Hagg & Associates)	McCook Daily Gazette H. D. Strunk, Pub.-Pres.	H. D. Strunk (e) Geo. Barnwell (me)	Les Spence (sp) Jean Walker (we)	A. D. Strunk (gm) Charles Watson (cm)		L. E. "Bus" Bahl (ms)
	Reporter (S) 2,411	.05		Flat (I) (J) 10¢ WNR	Ray Wilson (Pub) Joe Lepo (Pub)	Ray Wilson (e) Joe Lepo (e)	Larry Johnson (sp) Jeraldine Dorwart (we)	John H. Wilson (bm) Rodney Hays (cm)	Ray Wilson (ad)	Joe Lepo (pm) Gean Melroy (ms)
NEBRASKA CITY 6,872 6,872-ABC-CZ	News-Press (e ex Sat.) (ABC) 5,277	.055		Flat (I-R) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Inland Newspaper Representatives, Inc.)	The Press Ptg. Co., Inc. J. H. Sweet, Pres.-Pub.	J. H. Sweet (eep-e) Arthur Sweet (me) George B. Near (ce)	George Near (sp) Jane Morris (we)	J. H. Sweet (gm-bm) John Buckman (cm)	Marie J. Duncan (ad-mga-ram) Ruby Barrett (cam)	Fred Boerner (ms)
	Sunday edition (S) (ABC) 5,364	.055	Flat							
NORFOLK 11,335 11,335-ABC-CZ	News (e) (ABC) 12,670	.09		Flat (I-R) (AP) (J) (5¢, 30¢w) (Ward-Griffith Co., Inc.)	The Huse Pub. Co. Gene Huse, Pres.-Pub.	Sterling McCaw (eep-me) Gene Huse (e) Nelson Barth (ce)	Horace Gomon (ne) Nelson Barth (sp) Eleanor Maddocks (we)	Fritz Asmus (gm-bm) John Goossen (cm)	Gene W. Day (ad-mga) Vern Whalen (ram) Gerald Putjenter (cam)	Gene Day (pm-apm) Jerry Huse (ms)
NORTH PLATTE 15,433 17,743-ABC CZ	Telegraph-Bulletin (e) (ABC) 10,244	.09		Flat (I) (AP) (J) (5¢d, 30¢w) (Arthur H. Hagg & Associates)	North Platte Pub. Co. L. A. Kelly, Pres.-Pub.	Harry Contos (e) Keith Blackledge (ce)	Kenneth Langford (sp) Marie Shannon (we)	C. H. Cooper (gm)	J. W. Kirkman (mga-ram) Esther Lentfoehr (cam)	Richard Downing (ms)
OMAHA 251,117 317,761-ABC-CZ	World-Herald (2) (m) (ABC) 133,276			(I) (AP, UP, INS, CTNYN, NANA, NYT, RN) (5¢d, 15¢S, 30¢w-m or e, 40¢w-m or e&S) (O'Mara & Ormsbee, Inc.)	World Pub. Co. H. Doorly, Pres. Ben H. Cowdery, Pub., V.-P.	W. E. Christenson (eep-e & V.-P.) Frederick Ware (me) Louis Gerdes (ce)	Hugh A. Fogarty (ne) Henry Molden (night ed.) Hugo Slama (Su) Floyd Olds (sp) Evelyn Simpson (we)	Lyle A. Johnson (bm) C. M. Wandborg (cm-city) M. F. Tynan (cm-ctry.)	Eugene B. Carrigan (ram) Geo. E. Saltzgiver (cam) David A. Lindsey (mga)	Edwin T. McClanahan (pm) Thos. F. Gougarty (prod. mgr.)
	World-Herald (e) (ABC) 117,863									
	Combined daily (me) (ABC) 251,139	.57	Flat							
	Sunday edition (S) (ABC) 261,246	.57	Flat							
SCOTTSBLUFF 12,858 17,570-ABC-CZ	Star-Herald (m ex Mon.) (ABC) 13,687	.09		Flat (I-R) (AP) (J) (5¢, 5¢S, 30¢w-d&S, $1.30 mo) (West-Holliday Co., Inc.)	Star-Herald Ptg. Co. Warren C. Wood, Pres.	Edw. F. Bradley (eep-e) Floyd C. Wisner (me)	Dean Razee (ne) Edw. F. Bradle (Su) Ralph Veatch (sp) Nellie Justis (we)	V. R. Blackledge (bm) Neal R. Wallace (cm)	Frank H. Wisner (ad-mga) Ronald Moore (cam)	Dick Batt (ms)
	Sunday edition (S) (ABC) 13,798	.09	Flat							
YORK 6,178	News-Times (e) 4,365	.05		Flat (I-R) (UP) (5¢ 75¢ mo) (Arthur H. Hagg & Associates, Inc.)	News-Times Pub. Co. Oscar S. Stauffer, Pres.	Albert C. Huber (eep-e) Thomas Bourke (me-ce)	Thomas Bourke (sp) Fern Rose (we)	A. C. Huber (gm) Antoinette Bourke (cm)	C. E. Bradwell (ad)	

NEVADA

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CARSON CITY 3,082	Appeal (e ex Sat.)	.055		Flat (I) (J) (UP) (5¢, 25¢w) (Western Dailies)	Neal Van Sooy, Pub.	Neal Van Sooy (e)	Sade Grant (we)	Nean Van Sooy (gm) Walter Bales (cm)	Walter Bales (ad) Juliet Slansky (cam)	
ELKO 5,393	Free Press (e ex Sat.) 2,350	.05		Flat (I) (UP) (J) (5¢, 30¢w. $1mo) (West-Holliday Co., Inc.)	Free Press Pub. Co. Chris H. Sheerin and E. B. Steninger, Pubs.	Chris H. Sheerin (eep-e-me) Gene Evans (ce)	Gene Evans (ne-sp) Mrs. Leslie Wilde (we)	Chris H. Sheerin and E. B. Steninger (gm-bm)	Earl Frantzen (ad-mga-ram-cam)	E. B. Steninger (ms)
ELY 5,500	Times (e) 2,250	.05		Flat (I) (UP) (J) (5¢, $1mo) (West Dailies)	Donald W. Reynolds, Pub.	Peter Mygatt, (e)	Peter Mygatt (ne-sp) Olive Norton (we)	Leah Bryan (cm)	Jay E. Steed (gm) "Bogy" Ellenbogen (ram-mga) Leah Bryan (cam)	Jay E. Steed (ms)
LAS VEGAS 24,624 31,895-ABC-CZ	Review-Journal (e) (ABC) 18,556	.14		Flat (I) (AP, UP) (10¢, 10¢S, 35¢w, $1.50mo)	Southwestern Pub. Co. Donald W. Reynolds, Pres.-Pub.	A. E. Cahlan (eep) John F. Cahlan (me) Joe McClain (ce)	Joe McClain (ne) John Romero (sp) Maisie Gibson (we)	A. E. Cahlan (mgr.dir.) N. V. Wood (cm)	John Daly (mga) W. V. Wright (ram) N. Noell (cam)	Alvin Shellack (ms) W. S. Wasserman, Jr. (pm)
	Sunday edition (S) (ABC) 19,232	.14	Flat							
	Sun (m) 12,437*	.095		Flat (I-R) (UP) (10d, 15¢S, $1.75mo) (Geo. D. Close, Inc.)	H. M. Greenspun, Pub.	Ed. Onchen (me)	Colin McKinley (ne) C. Heckethorn (sp) Ruth Deskin (we)	Norman L. White (gm) Peter Faye (cm)	N. L. White (ad-ram) Robt. Belz (mga) Fay Anderton (cam)	Billie A. Roerig (pm) Richard Lochrie (ms)
	*March 31, 1954									
RENO 32,497 42,731-ABC-CZ	Nevada State Journal (m ex Mon.) (ABC) 11,747			(D) (UP)						
	Gazette (e) (ABC) 16,662			(R) (AP) (10¢, 15¢S, 40¢w) (West-Holliday Co., Inc.)	Reno Newspapers, Inc. Merritt C. Speidel, Pres. Joseph F. McDonald, Pub.	Jos. F. McDonald (e-SJ) John Sanford (e-G) Frank Sullivan (me-SJ) Jos. R. Jackson (me-G) Robert Trego (ce-SJ)	Carl Digino (sp-G) Ty Cobb (sp-SJ) Mrs. Alice Melarkey (we-SJ) Katherine Mergen (we-G)	Clarence Jones (bm) Milton Gerwin (cm)	Joe F. Melcher (ad) Alvide Saumer (mga) Albert Conton (ram)	Victor Anderson (ms)
	Combined daily (me) (ABC) 28,409	.10*	Flat							
	Nevada State Journal (S) (ABC) 18,310	.20*	Flat							
	Evening & Sunday (eS) (ABC) 34,972	.20*	Flat							
	*Sunday copy may run either Saturday or Monday in evening paper.									
WINNEMUCCA 2,847	Humboldt Star (e ex Sat.) 2,380†	.045*	Flat	(I) (UP) (J) (7¢, $1mo) (West-Holliday Co., Inc.)	The Humboldt Star A. D. Stitser, Pub.		Peter R. Jenkins (ne)	A. D. Stitser (bm)	Donald M. Brown (ad)	
	*.07 in combination with weekly Battle Mountain Scout, circulation 901. †Sworn March 31, 1954.									

NEW HAMPSHIRE

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CLAREMONT 12,811 12,811-ABC-CZ	Eagle (e) (ABC) 8,780	.08		Flat (I) (AP) (J) (5¢, 35¢w, $1.45mo) (Julius Mathews Special Agency, Inc.)	Claremont Pub. Co. Inc. Mrs. Rhoda Shaw Clark, Pres.-Pub. Melvin S. Wax Ass't Pub.	Kenneth Whipple (e) Melvin S. Wax (me) Theodore T. Rouillard (ce)	Charles Spencer (sp) Cynthia McKee (we)	Homer B. Record (cm)	Gordon E. MacPherson (ad) Edna Whipple (cam)	Harold Woodward (ms)
CONCORD 27,988 27,988-ABC-CZ	Monitor & New Hampshire Patriot (e) (ABC) 11,717	.09		Flat (I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Monitor-Patriot Co. James M. Langley, Pres.-Pub.	James M. Langley (eep-e-me) William P. Newell (ce)	William P. Newell (ne) Ruel N. Colby (sp) Nyleen Morrison (we)	James M. Langley (gm-bm) Clarence E. Jesseman (cm)	Arthur F. Babineau (mga-ram) Clarence E. Jesseman (cam)	Clarence E. Jesseman (rd) Arthur F. Babineau (apm) Harold Harris (ms)
DOVER 15,874	Foster's Democrat (e) 6,920	.06	.05	(Julius Mathews Special Agency, Inc.)	Geo. J. Foster & Co.			Fred Foster (bm)	Robt. H. Foster (ad)	
KEENE 15,638	Sentinel (e) 5,983	.07*	.06*	(I) (AP) (5¢, $1.25 mo) (none)	Keene Publishing Corporation J. D. Ewing, Pub. Walter C. Paine, Pres.	Ralph W. Newell (me)	Justin Gallagher (sp)	J. D. Ewing (gm) E. V. deMoya (cm)		V. J. Bressett (ms)
	* 08 and .07 in combination with New Hampshire Sentinel (weekly), circulation 1,377.									

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LACONIA 14,745 14,745-ABC-CZ	Citizen (e)	ABC 6,103	.065		Flat (I) (AP) (J) (6¢, 35¢w) (Ralph R. Mulligan)	Citizen Pub. Co. Etta G. Gallagher, Pres. Edw. J. Gallagher, Pub.	Edw. J. Gallagher (e) Ebba M. Janson (ce)	Ray Smith (sp)	Marie Ella Harel (cm)	Walter McLaughlin, Jr. (ad)	Elie Levasseur (ms)
LEBANON 8,495 16,087-ABC-CZ	Valley News (e)	ABC 4,378	.06		Flat (I) (UP) (5¢, 35¢w, $1.45 mo) (DeLisser, Inc.)	Valley Publishing Co, Inc. Allan C. Butler, Pub.	James L. Farley (e) Michael DeSherbinin (me)	Marvin Midgette (sp) Gail Macomber (we)	Fred S. Legere (cm)	Henry Lewis (ad) Margaret Follett (cam)	D. W. Durward (ms) Angelo Pasquini (pm)
MANCHESTER 82,732 82,732-ABC-CZ	Union Leader (d)	ABC 44,706	.22		Flat (I) (AP, UP) (7¢, 40¢w) Brooks & Finley, Inc.)	Union-Leader Corp. William Loeb, Pres.-Pub.	T. A. Dearborn (eep) Hugh R. O'Neil (e) James R. Bucknam (ce-am) Walter P. Mullen (ce-pm)	Joseph Barnea (sp) Meg Geraghty (we)	William J. Montague (gm) E. C. Henry (bm) George E. Connell (cm)	William J. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm)
	Sunday News (S)	ABC 34,617	.15*		Flat (I) (AP, NANA, UP) (15¢, 70¢mo) (Story, Brooks & Finley, Inc.)	Union-Leader Corp. Wm. Loeb, Pres-Pub. B. J. McQuaid, Asso. Pub.	B. J. McQuaid (eep-e) W. R. Emerson (ce)	W. R. Emerson (ne) Leo A. Cloutier (sp) Lucile Bangs (we)	Wm. Montague (gm) Edgar C. Henry (bm) George E. Connell (cm)	Wm. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm)
*.22 in combination with Monday Morning or Evening Union Leader. Same copy in both issues.											
NASHUA 34,669	Telegraph (e)	10,526	.10		Flat (AP) (5¢, 30¢w, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Telegraph Pub. Co. Philip McQuesten, Pres. Albert Spendlove, Pub.	Fred H. Dobens (me) George Boire (ce)		Albert Spendlove (gm) B. E. Annis (bm) Harold O. Magnuson (cm)	Albert Spendlove (ad) Lorette A. Richard (ram)	Albert Spendlove (ms)
PORTSMOUTH 18,830 18,830-ABC-CZ	Herald (e)	ABC 10,447	.12		Flat (I) (AP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Herald Publishing Co, Inc. J. D. Hartford, Pres.-Pub.	J. D. Hartford (eep-e) Richard Blalock (me)	Robert G. Kennedy (sp) Dorothy Cunningham (we)	J. D. Hartford (gm) M. P. Manson (bm) R. R. Thompson (cm dir)	J. R. Morrissey (ad-mga-ram-cam)	J. R. Morrissey (pm-apm) Wm. E. Colwell (prod mgr.)

NEW JERSEY

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ASBURY PARK 17,094 66,658-ABC-CZ	Press (e)	ABC 29,430	.14		Flat (I) (AP) (5¢, 12¢S) (none)	Asbury Park Press, Inc. Wayne D. McMurray, Pres.-Pub.	Wayne D. McMurray (e) Thomas B. Tighe (exec. e) Si Lieberman (ce)	Thos. B. Tighe (ne)	Ernest W. Lass (gm-bm-cm) Malcolm T. Swan (com)	Jos. J. Coupe (ad) M. C. Steelman (mga) Thomas E. Westervelt (cam)	Jules L. Plangere, (prod. mgr.) Richard B. Brown (ms)
	Sunday edition (S)	ABC 25,775	.14		Flat						
ATLANTIC CITY 61,657 104,651-ABC-CZ	Press (m)	ABC 36,600	.17		Flat (I) (AP, UP) (5¢, 10¢S, 40¢w) (De Lisser Inc.)	Atlantic City Press Rolland L. Adams, Pres.-Pub.	James J. Farrell (eep) Stanley Fink (e) Joseph Walker (ce)	Samuel Winett (Su) Henry Gruhler (sp) Elizabeth Gore (we)	Monroe L. Mendelsohn (gm) MacDonald Rice (cm)	Neill Mitchell (ad) Howard T. Ashman (ram) Ralph Girard (cam)	
	Press (S)	ABC 26,867	.15		Flat						

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BAYONNE 77,203 77,203-ABC-CZ	Times (e ex Sat.) ⓐ 15,175 Saturday edition (Sat.) ⓐ 14,241	.10 .10	Flat Flat	(I-D) (UP) (5¢, 30¢w, $1.25mo) (Bogner & Martin)	Evening Times Ptg. & Pub. Co., Inc. Margaret M. Lazarus Pres. Sydney A. Lazarus and Herman Lazarus, Jr. Asso. Pubs.	Herman Lazarus, Jr. (e) Robert N. Caldwell (me) Joseph Vancavago (ce)	Morris L. Rosenberg (sp) Mary Malone (we)	Sydney A. Lazarus (gm) Martin A. Miner (em) Eve Facter (com)	Sydney A. Lazarus (ad) Moe Zinader (ram) John W. Garay (cam) Herman Ulrich (mga)	.....
BRIDGETON 18,378 18,378-ABC-CZ	News (e) ⓐ 9,545* *March 31, 1954	.08	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Evening News Co.	Ralph A. Brandt (eep-me) J. Meade Landis (ce)	Henry Quinton (sp) L. A. Taylor (we)	John T. Schofield (gm) M. B. Hewitt (bm) Jos. Lawrence (cm)	John T. Schofield (ad) C. Ina Stevens (mga) Edwin J. Schofield (cam) Willard S. Shook (ram)	Edwin J. Schofield (pm) Wm. B. Hoyer (ms)
BURLINGTON 12,051	Times (e) .....*	.06	Flat	(R) (UP) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Bristol Printing Co. S. W. Calkins-Pres.-Pub.	George G. Gray (e-me) J. R. Mather (ce)	J. R. Mather (ne) Sandy Oppenheimer (sp) Joan Nevins (we)	Murray C. Hotchkiss (gm) Don C. Hayman (cm)	Arthur R. Hecht, Jr. (ad) Paul Wiedemann (cam)	William B. Reilly (ms)
	*New daily est. December 7, 1954.									
CAMDEN 124,555 143,950-ABC-CZ	Courier-Post (1) (e) ⓐ 71,128	.32	Flat	(I) (UP,INS) (5¢, 30¢w) (Geo. A. McDevitt Co., Inc.)	Camden Newspapers, Inc. Mrs. Harold A. Stretch, Pres.-Pub.	Jane A. Stretch (e) James M. O'Neill (exec. e) Stephen M. O'Keefe (ce)	James M. O'Neill (ne) Thomas H. Ryan (sp) Hilda Shivers (we)	Wm. A. Stretch (gm) Neal E. Dyer (bm) Harold M. Snyder (cm) Leroy P. Evans (com)	Maurice L. Platt (ad) John W. Burk (mga) Harold A. Stretch, Jr. (ram) Herman Trasmondi (cam)	Virginia W. Wilton (pm)
ELIZABETH 112,817 229,186-ABC-CZ	Journal (3) (e) ⓐ 47,914	.23	Flat	(I) (AP, INS, UP) (5¢, 36¢w, $1.50mo) (Ward-Griffith Co., Inc.)	Elizabeth Daily Journal Robert C. Crane, Pub.-Pres.	John J. Hall (eep) Robert C. Crane (e) Valentine A. Fallon (exec. e) Donald K. Wylie (asst. exec. e-ce)	Chris Zusi (sp) Joan Haggerty (we)	Harry P. Frank (gm-asst. pub.) Willard B. Gross (circ-dir.)	Fred C. Rebstock (ad) F. L. Umber, (mga) Joseph M. Johnson (cam)	Albert Sayman (asst. ad-pm) Myron A. Pier (ms)
HACKENSACK 29,219 225,963-ABC-CZ	Bergen Evening Record (e) ⓐ 55,861	.22	Flat	(I) (AP, INS) (5¢, 33¢w (Ward-Griffith Co., Inc.)	Bergen Evening Record Corp. Donald G. Borg, Pres. Pub.	William A. Caldwell (eep) Donald G Borg (e) Rossman H. Wynkoop (me) Kenneth L. Demarest (ce)	Al Del Greco (sp) Miriam Taylor (we)	Russell L. Binder (bm) Edw. L. Bennett (cm) Kenneth L. Doty (com)	Thomas N. Prime (ad) Russell L. Binder (mga) Morris Krever (ram) Earle I. DuBois (cam)	Charles T. Shoemaker (ms)
JERSEY CITY 299,017 591,822-ABC-CZ	Jersey Journal (6) (e ex Sat.) ⓐ 92,847 Saturday edition (Sat.) ⓐ 82,023	.32 .32	Flat Flat	(I) (AP, INS, UP) (5¢, 30¢w) (Moloney, Regan & Schmitt)	The Evening Journal Assn. S. I. Newhouse, Pres.	Eugene Farrell (e)	Jack Powers (sp) Lois J. Fegan (we)	Harry Felts (cm)	Fred A. Stickel (mga) James S. Wear (ram) Aaron A. Zucker (cam)	John I Horton (ms)
LAKEWOOD 9,970	Times (e) 2,050	.05	Flat	(I) (AP) (J) (4¢d, 30¢w) (DeLisser, Inc.)	Times & Journal Pub. Co. Harry E. Newman, Pres.	Chester J. Beaman (me)	.....	Leola Enga (bm)	.....	Bert Skidmore (ms)
LONG BRANCH 23,090	Record (e) 15,238	.12		(I) (AP, INS) (J) (5¢, 30¢w, $1.20mo) (Bogner & Martin)	Monmouth County Pub. Co., Inc. E. D. DeWitt, Pres.-Pub.	R. Barry Kamm (eep-e) Edwin D. DeWitt (e)	Sal Foderaro (ne) Charles H. Johnson (sp) Eleanor Rich (we)	Louis H. Farb (gm) Carl M. Cohen (cm)	Louis H. Farb (ram) Fred Pons (cam)	Philip D. Dewitt (pm) Howard G. Noble (ms)
MILLVILLE 16,041 16,041-ABC-CZ	Republican (e) ⓐ 4,891	.06	.05	(I-R) (AP) (J) (5¢, 30¢w) (Howland & Howland, Inc. and Robert Hitchings)	Millville Pub. Co. Carl H. Johnson, Pub.	David T. Gifford (me)	.....	Carl H. Johnson, Jr. (cm)	Paul L. Shaw (ad)	.....
MORRISTOWN 17,124 31,019-ABC-CZ	Record (e) ⓐ 11,820	.09	.08	(I-R) (AP) (J) (5¢) $1.65mo) (Burke, Kuipers & Mahoney, Inc.)	Morristown Daily Record Norman B. Tomlinson, Pub.	Norman B. Tomlinson (eep-e-me) Norman B. Tomlinson, Jr. (ce)	George Wilson (ne) John Brodhead (sp) Bette Dempster (we)	N. B. Tomlinson (gm) Mary Doody (cm)	Frank J. Byrne (ad) Mrs. Virginia Cardozo (mga) Mrs. Ethel Beekman (cam)	Wilmot E. Wulfers (ms)
NEWARK 438,776 1,043,759-ABC-CZ	News (1) (e ex Sat.) ⓐ 268,862 Saturday edition (Sat.) ⓐ 213,359 Sunday edition (S) ⓐ 288,382	.73 .73 .56	Flat Flat Flat	(I) (AP, UP, INS) (*S) (5¢, 12¢S, 42¢w, $1.68mo) (O'Mara & Ormsbee, Inc.)	Evening News Pub. Co. Edward W. Scudder, Jr. Pres. Richard B. Scudder, Pub.	Lloyd M. Felmly (e-me) Henry G. Coit (ce)	A. D. Walling (ne) John J. Farrell (Su) Leonard Elliott (sp) Antoinette Gentile (we)	Benjamin J. Foley (gm) Jere C. Healy (cm) Edward D. Sugrue (com)	James A. Doyle (ad) Andrew J. Flanagan (mga) James P. Sweeney (cam)	T. D. Kenney (pm)
	Star-Ledger (1) (m) ⓐ 200,371 Sunday edition (S) ⓐ 297,328	.48 .53	Flat Flat	(I) (AP, ONA, UP, INS) (*S) (5¢, 10¢S, 30w-d, 40¢w-d&S) $1.60mo) (Moloney, Regan & Schmitt, Inc.)	Star Ledger Co. S. I. Newhouse Pres.-Pub. W. E. Bowman, Asso.-Pub.	Philip Hochstein (e) Dave Starr (eep) Joseph P. Dietz (me) Arthur Heenan (ce)	Stanley Woodward (sp)	Wm. H. Dempsey (circ. dir.) Joe L. Youngblood (em)	William A. Glass (ad) Martin J. Weir (mga) Nahman Newhouse (cam)	Fred Jablons (pm) Dale Douglas (ms)
NEW BRUNSWICK 38,811 70,973-ABC-CZ	Home News (e) ⓐ 32,120 Sunday Times (S) ⓐ 28,235	.16 .16	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w-d) (Richard S. Kain)	Home News Pub. Co. Elmer B. Boyd, Pres.	Alexander M. Jones (eep) John K. Quad (me) H. Rodney Luery (ce)	H. Rodney Luery (ne) H. Wesley Bogle (Su) Alfred K. Miller (sp) Mrs. Viola W. Jennings (we)	Hugh N. Boyd (gm) John K. Quad (bm) W. Melvin Ellis (cm)	Harvey A. Huff (ad-mga-ram) Thomas R. Wright (cam)	Harvey A. Huff (pm-apm) John T. Arnold (ms)
PASSAIC-CLIFTON 57,702 — Passaic 64,511 — Clifton 193,377-ABC-CZ	Herald-News (e) ⓐ 60,613	.23	Flat	(I) (AP, UP,CDN) (5¢, 30¢w) (James J. Todd)	The Passaic Daily News Dow H. Drukker, Pres. Dow H. Drukker, Jr., Pub.	Wm. M. McBride (eep-e) Allen W. Smith (me) Arthur G. McMahon (ce)	Joseph E. Lovas (sp) Mrs. Ellen W. Moser (we)	Harry B. Adsit (mgr) Merritt E. Ierley (cm)	Wm. J. Hay (mga) Leon Kondell (ram) Linton Buck (cam)	Wm. V. Benken (pm) Charles Seaquist (prod. mgr)
	Sunday Eagle (S) 6,400	.10	.07	(I) (INS, UP) (J) (5¢) (none)	Matzner Publications Joseph Matzner, Pub. Joseph G. Donovan, Assoc. Pub.	John Marcham (me)	Harold Matzner (sp)	Joseph G. Donovan (gm)	Richard M. Diamond (ad)	Edward Deptula (ms)
PATERSON 139,336 139,336-ABC-CZ	Call (m) ⓐ 30,926	22	.16	(I) (AP, INS) (J) (5¢, 35¢w, $1.50mo) (Ward-Griffith Co., Inc.)	The Call Ptg. & Pub. Co. Henry A. Williams Pres.-Pub.	Noah Krieger (me) Robert J. B. Fleming (ce)	Robert Whiting (sp) Helen Galbreath (we)	George Crooks (cm)	Henry De Yong (ad) H. C. Sailee (cam)	.....
	News (1) (e) ⓐ 41,840	.23	.18	(I) (AP, UP) (5¢, 32¢w $1.50mo) (Story, Brooks & Finley, Inc.)	News Ptg. Co. Harry B. Haines, Pres. Pub.	Harry B. Haines (eep) Abe J. Greene (asso-e-me) Robert Stakesing (ce)	James R. Cahill (ne) Joseph Gootter (sp) Miss Elaine Possien (we)	Edward B. Haines (gm-bm) Thomas Dunkley (cm)	Edward B. Haines (ad-ram) James Stephens (cam)	Edward B. Haines (pm-apm) Daniel B. Watson (ms)
	Sunday Eagle (S) 15,800	.12	.09	(I) (UP) (J) (5¢) (none)	Matzner Publications Joseph Matzner, Pub.	John Marcham (me)	Harold Matzner (sp)	Joseph G. Donovan (gm)	Richard Diamond (ad)	Edward Deptula (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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PERTH AMBOY 41,330 107,367-ABC-CZ	News (e) ⓐ 29,342	.15		Flat (I) (AP) (5¢, 30¢w) (Ward-Griffith Co., Inc.)	The Perth Amboy Evening News Co. John J. McConnell, Pres.	John J. McDonnell (eep) Jacob W. Perlin (ce)	J. W. Perlin (ne) Lorne T. Ayres (sp)	John J. McDonnell (gm) George Rooke (cm)	E. G. Alexander (ad) George Montgomery (cam)	
PLAINFIELD 42,366 89,376-ABC-CZ	Courier-News ⓐ 30,097	.12		Flat (I-R) (AP) (5¢, 30¢w) (J. P. McKinney & Son)	Plainfield-Courier-News Co. Frank E. Gannett Pres. Chauncey F. Stout Pub.	Paul E. Smith (eep) Paul E. Smith (me) Eugene F. Hanzan (ce)	Milton Maraid (ne) Don Murray (sp) Paul E. Smith (we)	Harvey L. Benner (bm) Harold W. Blackford (cm)	A. Wallace Zimmerman (ad) Mrs. Louise Dore (cam) Gerald E. Schmeckel (ram)	Frank J. Frisch (ms)
SOMERVILLE 11,571	Somerset Star (m ex. Sat.) 5,132	.08		Flat (I) (AP) (J) (5¢d, 25¢w, (Ralph R. Mulligan)	Raritan Valley Pub. Co. Leonard R. Blumberg, Pres.	O. J. Hale (me)	Jerry Kearney (sp) Catherine Hale (we)	W. S. Martin (cm)		
TRENTON 128,009 128,009-ABC-CZ	Times (5) (e ex Sat.) ⓐ 62,607 Times-Advertiser (S) ⓐ 60,761	.25 .25	 Flat	Flat (I) (AP,UP,CDN,INS) (ROP-1) (5¢, 10¢S) Geo. A. McDevitt Co.)	Trenton Times Corp. Mrs. James Kerney, Pres.-Pub.	James Kerney, Jr. (eep-e) Fred Burgner (me) B. Kirk Ringkamp (ce)	Vincent Weiss (ne) W. Russell Thomas (sp) Thelma Thomas (we)	Thomas L. Kerney (gm) John E. Kerney (bm) Ted Wenzel (cm)	John P. Callahan (ad) John H. Clark (cam)	
	Trentonian (m) ⓐ 30,762	.18	.16	(I) (UP) (5¢, 25¢w) (Ralph R. Mulligan)	Goodrich Pub. Co. Edmund Goodrich, Pres.-Pub.	Edmund Goodrich (eep-e) William Blitman (me)	Willard Hoffman (sp) Elizabeth Johnson (we)	Julian J. Tenaglia (bm) Edward Hoffman (cm)	Ferd M. Spor (ad-mga-ram) Mrs. Lee Van Riper (cam)	
UNION CITY 55,537 193,217-ABC-CZ	Hudson Dispatch (m) ⓐ 52,287	.18		Flat (D) (AP) (J) (5¢, 30¢w, $1.25mo) (Bogner & Martin)	Hudson Dispatch William Rubel, Pres.-Pub.	John Mitchell (eep-e) A. Bruce Cook (me) Francis R. Oliver (ce)	Lud Shahbazian (sp) Mrs. Lillian Dennegar (we)	William Rubel (gm) Lloyd J. Whitford (bm) Thomas Meegan (cm)	Bertram J. Kersen (ad) Mrs. Dorothy R. Young (mga) Alan Freedman (cam)	Nicholas Sweetman (ms)
VINELAND 29,573* 29,573-ABC-CZ	Times-Journal (e) ⓐ 11,478	.09		Flat (I) (AP) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Wm. Neville Associates, Inc.)	Vineland Times Pub. Co. A. M. Bass, Pres.-Pub.	Ralph C. Squillace (eme) Delbert Brandt (ce)	Tom Flynn (sp) Cecily Sturges (we)	A. M. Bass (gm) C. P. Leuchter (bm) Lewis Gorsuch (cm)	A. M. Bass (ad-mga) Clark Nelson (rma) Dorothy Worthington (cam)	C. P. Leuchter (pm) Wilfred Boisvert (ms)
	*Consolidated Borough of Vineland and Township of Landis.									
WOODBURY 10,931	Times (e) 11,114	.07		Flat (I-R) (UP) (5¢, 30¢w, $1.00mo) (DeLisser, Inc.)	Woodbury Daily Times Co. (a partnership)	Harry F. Wilson (e) F. S. Yeiter (ce)		Harry E. Wilson (gm-mgr)		

NEW MEXICO

ALAMOGORDO 14,909	News (e) 3,150 (S) 3,300	.055 .055		Flat (D) (AP) (None)	Alamogordo News Co. Rolland Jacquart, Pres. Billie Holder, Pub.	Arlynn Bruer (me)	Virginia Chappell (we)	Billie Holder (gm)	Cecil Morgan (ad)	Ed Webb (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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ALBUQUERQUE 96,815 135,522-ABC-CZ	Journal (m) (ABC) 35,582 Sunday edition (S) (ABC) 46,371	.18 .22	Flat Flat	(I) (AP, INS) (7¢, 15¢ S, 40¢w) (Reynolds-Fitzgerald, Inc.)	Journal Pub. Co. C. Thompson Lang, Pres. T. M. Pepperday, Pub.	H. P. Pickrell (eep-e) R. A. Brown (me) Bill Hesch (ce)	G. M. Hunsley (ne) J. D. Kailer (sp) E. Jackson (we)	T. M. Pepperday (gm) D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramcyzk (mga) J. D. Burrows (cam)	M. A. Bolles (apm) C. H. Eklund (ms)
	Tribune (e) (ABC) 24,513 Combined daily (me) (ABC) 60,095	.15 .27	Flat Flat	(I) (AP, SHNA, UP, INS) (7¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	New Mexico State Tribune Co. Mark Ferree, Pres.	Dan Burrows (eep-e) George Baldwin (me)	George Baldwin (ne) Carlos Salazar (sp) Vera Napier (we)	D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramcyzk (mga) J. D. Burrows (cam)	C. H. Eklund (ms)
ARTESIA 8,244	Advocate (e ex Sat) 2,239	.05	Flat	(Inland Newspaper Representatives, Inc.)	Orville E. Priestly, Pub.	David Rodwell (e)	Vernon E. Bryan (gm)			
	Press (e ex Sat.) 2,192 Sunday Edition (S) 2,203	.06* .06*	Flat Flat	(I) (UP) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League)	Southern New Mexico Newspapers, Inc. Lincoln O'Brien, Pres. James K. Green, V. P.-Pub.	Norris Jackson (e) Ed Miller (ce)	Maurine Mathis (we) Ed Miller (sp)	Harry W. Kelley (cm)	L. N. Brashears (ad) Lena Riddle (cam)	Milton Houston (ms)
	*24¢ agate line in combination with: Farmington Times, Gallup Independent, Las Vegas Optic and Tucumcari News.									
CARLSBAD 17,975	Current-Argus (e ex Sat.) 8,625 Sunday edition (S) 8,625	.08 .08	Flat Flat	(I-D) (AP) UP) (5¢, 10¢S, 30¢d&S) (Texas Daily Press League, Inc.)	Current-Argus Pub. Co. Floyd B. Rigdon, Pres.-Pub.	Jim Barber (e)	John Alexander (sp) Jean O'Connor (we)	F. B. Rigdon (gm) Virginia Rigdon (bm) Charles Proctor (cm)	W. E. Colvert (ad) Newt Richards (cam)	W. E. Colvert (apm) D. Van Scoy (ms)
CLOVIS 17,318 17,318-ABC-CZ	News-Journal (e ex Sat.) (ABC) 7,537 Sunday edition (S) (ABC) 7,619	.08 .08	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (Texas Daily Press League, Inc.)	Clovis News-Journal Charles H. Fischer, Pub.	R. C. Hoiles (eep) Bern Gantner (me)	Bern Gantner (ne) Norma Jean Berry (we) Harold (Bud) Stephens (sp)	Charles H. Fischer (gm-bm) J. R. Spencer (cm)	Bill Frye (ad) Frances Growdon (cam)	Charles H. Fischer (pm) Bill Frye (apm) Roy Dickie (ms)
FARMINGTON 3,637	Times (e ex Sat) 3,826 (S) 3,826	.06* .06*	Flat Flat	(I) (UP) (7¢, 40¢w, $1.60mo) (Texas Daily Press League, Inc.)	New Mexico Newspapers, Inc. Lincoln O'Brien, Pres. Lincoln O'Brien, Pub.	Alan Pugh (me)	Jeanne Ritzenthaler (we)	Thomas Dufur (cm) Robert Buckles (bm)	George LaFavre (ad)	R. H. Coslett (ms)
	*.24 in combination with Las Vegas Optic, Tucumcari News, Artesia Press and Gallup Independent.									
GALLUP 9,133	Independent (e) 3,497 Sunday Edition (S)	.06*	Flat	(I) (UP) (7¢d, 35¢w, $1.50mo) (Inland Newspaper Representatives, Inc.)	New Mexico Newspaper, Inc. Lincoln O'Brien, Pres. Bill Brown, Pub.	Larry McSwain (e) Jack O'Conner (ce)	Helen Stokes (we)	Jack Craig (cm)		Ike Coslett (ms)
HOBBS 13,875	News & Sun (e ex Sat.) 7,960 Sunday edition (S) 7,960	.06 .06	Flat Flat	(I-D) (AP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.30mo) (Inland Newspaper Representatives, Inc.)	Sun Pub. Corp. Thomas G. Summers, Pres. Robt. L. Summers, Pub.	Robt. McGrath (eep-e-ce) Robt. L. Summers (me)	Robt. McGrath (ne) Raymond Waters (Su) Vic Jameson (sp) Kathryn Morris (we)	Robert L. Summers (gm) M. L. Barnard (bm) Herman Harrell (cm)	Rush Crawford (ad-mga-ram) Mozelle Barnard (cam)	R. M. White (ms)
LAS CRUCES 12,325 12,325-ABC-CZ	Sun-News (e ex Sat.) (ABC) 3,527 Sunday edition (S) (ABC) 3,709	.05 .05	Flat Flat	(I) (AP) (5¢, 5¢S, 25¢w-d&S, $1mo) (Inland Newspaper Representatives, Inc.)	The Sunshine Press, Inc. Jas. H. Skewes, Pres. Orville E. Priestley, Pub.	Orville E. Priestley (eep-e) Earl Dapp (ce)	Earl Dapp (sp) Mrs. Carol Case (we)	A. P. Templin (cm)	Joe LaPoint (ad)	Joe LaPoint (pm-apm) Fred Rivera (ms)
LAS VEGAS 7,494	Optic (e) 4,295	.05*	Flat	(I) (UP) (J) (5¢, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	New Mexico Newspapers, Inc. Lincoln O'Brien, Pres. Walter Vivian, Pub.	Walter Vivian (e)	Edith Wertz (we)	Manuel Maese (cm)	Delma Vivian (ad)	Ralph Martinez (ms)
	*.24 in combination with Tucumcari News, Artesia Press, Farmington Times and Gallup Independent.									
PORTALES 8,112 8,112-ABC-CZ	News (e ex Sat.) (ABC) 3,056 Sunday edition (S) (ABC) 3,091	.05 .05	Flat Flat	(I-D) (AP) (5¢, 5¢S, 25¢w-d&S) (Texas Daily Press League, Inc.)	Portales Daily News G. K. Greaves and M. M. Stinnett, Co-Pubs.	Gordon K. Greaves (e)	Johnny Ussery (sp) Jo Ann McManus (we)	M. M. Stinnett (bm-cm)	M. M. Stinnett (ad)	Jas. M. Warnica (ms)
RATON 8,241	Range (e) 3,986	.05	Flat	(I) (AP) (J) (5¢, 20¢w, 85¢mo) (West-Holliday Co., Inc.)	Frank Pfeiffer, Pub.	Ray Peterson (e)	Skip Repola (we)	Frank Pfeiffer (gm-bm) Thelma Groves (cm)	Frank Pfeiffer (mga) Kay Pfeiffer (ram) Thelma Groves (cam)	Kay Pfeiffer (apm) V. J. Cox (ms)
ROSWELL 25,738 25,738-ABC-CZ	Record (e ex Sat.) 9,947 Sunday edition (S) 9,944	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, $1.25mo) (Inland Newspaper Representatives, Inc.)	Record Pub. Co. Thomas B. Shearman, Pres. Robert H. Beck, Pub.	Don C. Wright (eep-e)	Albert Stubbs (ne) Frances B. Wolfe (we)	Lynn W. Croissant (bm) R. M. Higginbotham (cm)	Leo E. Cox (ram)	H. R. Bear (ms)
SANTA FE 27,998 27,998-ABC-CZ	New Mexican (e ex Sat.) (ABC) 11,186 Sunday edition (S) (ABC) 11,486	.11 .11	Flat Flat	(I) (AP, INS) (7¢, 12¢ S, $1.65mo) (West-Holliday Co., Inc.)	The New Mexican, Inc. Robt. McKinney, Pres.-Pub.	Robert McKinney (e) Joseph G. Lawler (ce)	Joseph Lawler (ne-Su) Wayne E. Bailey (sp) Ann D. Clarke (we)	Emory J. Bahr (gm) John L. Estep (cm)	George Mouchette (ad)	Emory J. Bahr (pm-ms)
SILVER CITY 7,022	Press & Independent (e) 4,780	.05	Flat	(I) (AP) (J) (5¢w, 25¢w) (Inland Newspaper Representatives, Inc.)	Silver City Daily Press & Independent Pub. Clyde E. Ely, Pres.-Pub.	Clyde E. Ely (eep) J. G. Wright (e)	Mildred Turner (we)		Wm. F. Ely (ad)	Gail Bowen (ms)
TUCUMCARI 8,419	News (e ex Sat) 4,337	.06*	Flat	(I) (UP) (5¢, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	New Mexico Newspapers, Inc. Lincoln O'Brien, Pres. Jesse Branchau, Pub.		Pauline D. Sartain (we)	Tom Trocki (cm)	Al Brown (mga) Elaine Steele (cam)	Wallace Leach (ms)
	*.24 in combination with Artesia Press, Farmington Times, Gallup Independent and Las Vegas Optic.									

NEW YORK

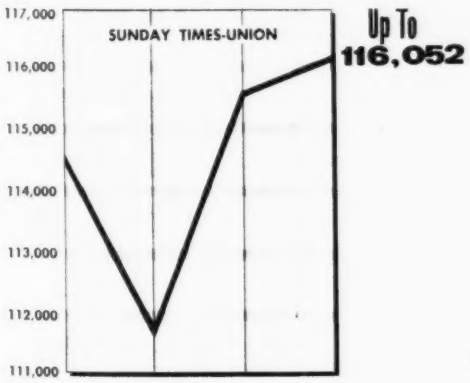
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 134,995 148,304-ABC-CZ	Knickerbocker News (1) (e) (ABC) 52,205	.22	Flat	(I-R) (AP, UP) (7¢, 40¢w) (J. P. McKinney & Son and Robt. S. Farley (Financial)	The Press Co., Inc. Frank E. Gannett, Pres. A. J. McDonald, Pub.	G. H. Salisbury (me) Charles Mooney (ce)	Charles Young (sp) Rhoda Hathaway (we)	A. J. McDonald (gm) Richard C. Taylor (bm) Russell S. Graham (cm)	Herman Moecker (mga) Henry W. Stock (ram) Evan Mitchell (cam)	James Nolan (pm) James J. Morris (ms)
	Times-Union (m) (ABC) 60,449 Sunday edition (S) (ABC) 116,052 Morning and Sunday (mS) (ABC) 176,501	.24 .38 .50	Flat Flat Flat	(I) (AP, INS) (7¢, 20¢ S, 60¢w-d&S) (Hearst Advertising Service)	The Hearst Corp., Albany T.-U Div. Gene Robb (Pub.)	A. J. Bearup (me) Cornelius J. Heffernan (ce)	E. J. W. Nowinski (ne) Roy Travis (Su) Richard J. Walsh (sp) Jeanne Arnold (we)	H. P. Haas (bm) M. D. Bohen (cm)	H. F. Kiernan (ad) A. M. Manaco (asst. am) William J. Meehan (mga) E. Perren Hayes (cam)	E. M. Frink (pm) O. C. Jones (prod. dir.)

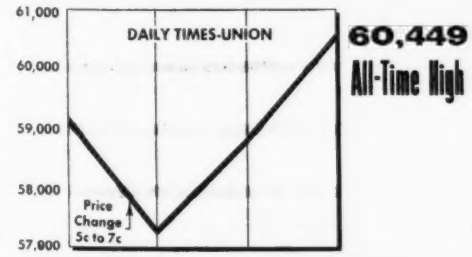
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMSTERDAM 32,240 32,240-ABC-CZ	Recorder (e) (BC) 13,329	.09		Flat (I-R) (AP) (J) (7¢, 40¢ (none)	Wm. J. Kline & Son, Inc. Gardiner Kline, Pres.-Pub.	Robert W. Stanley (eep-me) Stanley Silvernail (ce)	John Page (sp) Mildred Wilkins (we)	W. B. LeFavour (gm-bm) J. A. Blanchfield (cm)	Harold Frank (ad) Laura Rogers (mga) Theresa Ostrowski (cam)	
AUBURN 36,722	Citizen-Advertiser (e) 11,590	.09		Flat (I-D) (AP, UP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Auburn Pub. Co. Charles D. Osborne, Pres.-Pub.	Charles J. Wellner (e) William O. Dapping (me)			Alfred G. Patrick (ad)	
BATAVIA 17,799 17,799-ABC-CZ	News (e) (BC) 11,789	.10		Flat (I-R) (AP) (6¢, 35¢w) (none)	Griswold & McWain, (Inc. Evelyn H. Griswold, Pres. Milton R. Miller, Pub.	John H. Conner (eep) Milton R. Miller (e) Jeremiah E. Brown (me) Leo F. Decker (ce)	M. Paul Bostwick (sp) Francis H. Fiske (we)	Harry L. Trietley (bm)	A. J. McWain (cam)	
BATH	Steuben Advocate (e)	.11*		Flat (D) (AP) (5¢, 30¢w) Johnson, Kent, Gavin & Sinding, Inc.	Steuben Advocate, Inc. Louis Buisch, Pres.-Pub.	Merritt M. Landon (eep-e-me) Wallace Page (ce)	Wallace Page (ne-sp) Eleanor B. Whitmore (we)	Clarence Roberts (gm-bm) Everett J. Gould (cm)	Clarence Roberts (ad-mga)	Clarence S. Roberts (pm-apm) Frederick Simons (ms)
	*Sold only in combination with Hornell Tribune.									
BEACON	News* —See Newburgh News.									
	*Beacon News and Newburgh News sold in combination.									
BINGHAMTON 80,674 141,800-ABC-CZ	Press (e) (BC) 60,682	.22		Flat (I) (AP, UP, CDN) (5¢, 10¢S, 40¢w-d&S, $2.10mo-d&S) (J. P. McKinney & Son)	Binghamton Press Co. Inc.	Fred W. Stein (eep-e-me) Erwin C. Cronk (ce)	James H. Stevens (ne) Kimball Davis (Su) John W. Fox (sp) Joan Connelly (we)	A. B. Engelbert (gm) A. W. Cockerill (cm)	J. J. Burnett (ad) J. Fred Jones (mga) R. L. Sturdevant (ram) Howard L. Meaker (cam)	Dorrence F. Smith (pm)
	Sunday edition (S) (BC) 61,946	.22	Flat							
	Sun (m) (BC) 27,709	.15		Flat (R) (AP) (5¢, 30¢w, $1.35mo) (Bogner & Martin)	The Morning Sun, Inc. William H. Hill, Pres.-Pub.	Walter J. Lyon (me) Charles W. Voorhis (ce)	Marvin J. Behr (sp)	William H. Hill (gm) H. M. Ayres (bm) Arket Lewis (cm)	A. W. Poulter (ad-mga-ram) R. O'Brien (cam)	Frank A. Mangan (ms)
BUFFALO 580,132 755,948-ABC-CZ	Courier-Express (5) (m) (BC) 160,452	.38		Flat (I) (AP, UP, INS, CT-NYN, NYT) (*S) (5¢, 20¢S, 30¢w, 50¢ w-d&S, $1.30mo-d, 86¢mo-S, $2.16 mo-d&S) (Scolaro, Meeker & Scott, Doyle & Hawley (Pacific Coast), Hal Winter Co. (Florida)	Courier Express, Inc. Wm. J. Conners, III, Pres.-Pub.	T. C. Brown (eep) Leonard G. Feldmann (me) Cy King (exec. e)	W. E. J. Martin (Su) Jack Laing (sp)	Frank J. Clancy (gm) Raymond G. Urban (bm) Howard W. Bishop (cm) Howard Clother (com)	W. E. O'Brien (ad) R. C. Harris (mga) J. F. Clement (ram) P. D. Crawford (cam)	James C. Kennedy (pm) E. J. Fitzmorris (apm & rd)
	Sunday edition (S) (BC) 299,263	.65	Flat							

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

TIMES UNION in Albany





3-31-'53 6 Months | 9-30-'53 6 Months | 3-31-'54 6 Months | 9-30-'54 6 Months

AUDIT BUREAU OF CIRCULATIONS A. B. C. Publisher's Statement

Growing With New York's Eastern Empire

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BUFFALO —Continued	News (5) (e) (ABC) 291,541	.70	Flat	(I-R) (AP, CDN, RN, NEA, INS, NANA, NYHT, UP) (5¢, 30¢ w, $1.25mo) (Kelly-Smith Co.)	Buffalo Evening News, Inc. Edward H. Butler, Pres.-Pub.	M. C. Brown (eep) Edward H. Butler (e) Alfred H. Kirchhofer (me) Nelson Griswold (ce)	John H. Lycette (ne) Charles Young (sp) Joan Dangig (we)	Clayton G. Underhill (bm) Theodore E. Massing (cm) Edward A. Schutt (com)	Ernest D. Anderson (ad) William J. Callanan (mga) John J. Connolly (cam)	David E. Peugeot (pm) Louis W. Woelfel (ms)
CANANDAIGUA 8,332	Messenger (e) 4,812	.05	Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Canandaigua Messenger, Inc. J. J. Waterbury, Pres.-Pub.	Lawrence Gracey ... (eep-me) Phil Feldman (ce)	Catherine Welch (we) R. A. Wade (sp)	A. C. Waterbury (bm) R. E. Wade (cm)	Robert Salvato (ad-ram) A. C. Waterbury (mga) C. Wolfe (cam)	R. E. Wade (pm) Howard Megaffee (ms)
CATSKILL 5,392	Mail (e) 3,900	.05	Flat	(I-D) (UP) (J) (5¢) (none)	Catskill Daily Mail .... Howard E. Silberstein, Pub.	Howard E. Silberstein (eep-e) Karl Elish (ce) John Behuniak (me)	John Behunak (sp) Mrs. L. H. Boice (we)	Howard E. Silberstein (gm-bm)	Charles Calcagno (ram)	Albert Salvato (ms)
CORNING 17,684 26,352-ABC-CZ	Leader (e) (ABC) 12,392	.10	Flat	(I-R) (AP) (6¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Corning Leader, Inc. W. A. Underhill, Pres. W. A. & E. S. Underhill, Jr., Pubs. L. D. Kimble, Asst. Pub.	George A. Bevan (e) H. A. Van Dusen (ce) Walter Valerius (assoc. e)	Frank Watts (sp) Mrs. Helen Starr (we)	W. A. Underhill (gm) E. S. Underhill, III (bm) John Vine (cm)	C. R. Comstock (ad) Jean Grandi (cam)	Wm. Richardson (ms)
CORTLAND 18,152	Standard (e) 8,124	.07	Flat	(R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	L. B. van Dyck (eep-me-ce) E. H. Clark (e)	R. H. Randall (sp) Grace Wheeler (we)	E. H. Clark (gm) L. P. Randall (bm) T. I. Greene (cm)	P. L. Geibel (ad-ram) E. H. Clark (mga) Margaret McGinnis (cam)	E. H. Clark (ms)
DUNKIRK-FREDONIA 18,007 Dunkirk 7,095 Fredonia 25,989-ABC-CZ	Observer (e) (ABC) 8,311	.09*	Flat	(R) (UP) (6¢, 36¢w) (Burke, Kuipers & Mahoney, Inc.)	Dunkirk Ptg. Co. Henry K. Williams, III, Pub.-Pres.	Wallace A. Brennan (eep-e) Herbert G. Schwartz (ce)	MacLeod Williams (ne) Gerald Wiser (sp) Jane Case (we)	Henry K. Williams, III (gm) Orville Hoover (cm)	Herman Cutler (ad-mga) Arthur Goodrich (ram) Arlene Cole (cam)	Herman Cutler (apm) John Nowak (ms)

*Rate includes one insertion Grape Belt and Chautauqua Farmer Tuesday or Friday.

City	Name of Newspaper	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
ELMIRA 49,716 74,405-ABC-CZ	Advertiser (m ex Sat.) (ABC) 11,699	.....	.....	(I) (AP) (5¢, 15¢S, 30¢ w, 45¢w-d&S) (J. P. McKinney & Son)	Elmira Star-Gazette, Inc. Frank E. Gannett, Pres. Frank E. Tripp, Pub.	George S. Crandall (eep-SG) George E. McCann (eep-T; me-SG) Covey C. Hoover (me-A) Thomas E. Byrne (me-T) Fred W. Box (ce-SG) Hillard Gordon (ce-A)	C. J. Milliken (ne-SG) T. J. McCarthy (ne-T) Alan J. Gould, Jr. (sp-SG, T) Burt Blazar (sp-A) Mary T. Nelcoski (we-T) Greta Paige (we-A) Marion Tryon (we-SG)	Thomas V. Taft (gm) Richard P. Seem (bm) Charles E. Farmer (cm)	George G. Sonsine (ad) J. L. Penney (mga) Robert Collson (cam)	Ed. Leahy (pm)
	Saturday edition (Sat.) (ABC) 9,120	.....	.....							
	Star Gazette (e ex Sat.) (ABC) 38,508	.....	.....							
	Saturday edition (eSat.) (ABC) 37,716	.....	.....							
	Combined daily (me ex Sat.) (ABC) 50,207	.17	Flat							
	Combined Saturday editions (mSat.) (eSat.) (ABC) 46,836	.17	Flat							
	Sunday Telegram (S) (ABC) 48,433	.17	Flat							

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ENDICOTT 20,050	Bulletin (e) 9,446	.08		Flat (I) (AP) (5¢, 30¢w) (The Ottaway Newspapers)	Ottaway Newspapers-Radio, Inc. James H. Ottaway, Pres.-Pub.	Donald F. Munro (eep-e) John VanKleeck (me) Roy Southworth (ce)	Wm. T. Struble (ne) Bun Kuhl (sp) Edith Harwood (we)	Byron E. French (gm-bm) Walter A. Garvey (cm)	Thomas Higgins (ram) Walton Deming (mga) Beverly Moyle (cam)	W. A. Garvey (pm) Walton Deming (apm) Bert MacKnight (ms)
FREDONIA	See Dunkirk.									
GENEVA 17,144 17,144-ABC-CZ	Times (e) 10,669	.09		Flat (I-R) (AP) (5¢, 35¢w) (A. R. Keator and Ralph R. Mulligan)	Geneva Ptg. Co. G. B. Williams Pres.-Pub.	G. B. Williams (e) George Northridge (me) Herbert Knowlton (ce)		J. F. Bertram (gm-bm)	John E. Heselden (ad)	
GLENS FALLS 19,610 34,288-ABC-CZ	Post-Star (m) 14,266 Times (e) 8,449 Combined daily (me) 22,715	. . .13	. . Flat	(I-D) (I-R) (AP) (J) (6¢, 36¢w, $1.55mo) (Kelly-Smith Co.)	Glens Falls Post Co. J. Edw. Singleton, Pres.	Claude Fox (e-me-T) Edward Sherman (e-me-PS) Burr Patten (ce-PS) Arthur Fisher (ce-T)	Roger E. Gorman (sp-PS) Ralph D. Hall (sp-T)	Arthur P. Irving (gm) R. A. Newton (bm) Milton Ottman (cm)	Walter J. Brennan (ad-ram) R. A. Newton (mga) William Tupper (cam)	Harris Lindsey (pm) Bernard Daley (ms)
GLOVERSVILLE-JOHNSTOWN 23,634 Gloversville 10,923 Johnstown 34,557-ABC-CZ	Herald* (m) 4,801 Leader-Republican (e) 11,194 Combined daily (me) 15,995	. . .10	. . Flat	(R) (AP, CT-NYN) (J) (6¢, 36¢w) (Julius Mathews Special Agency, Inc.)	William B. Collins Co. Julia Collins Ormiston, Pres.	Wm. H. Evans (eep-e-me) Clarence Slade (ce-H) Edw. F. Lapos (ce-LR)	Edw. F. Lapos (ne-sp-LR) C. Slade (ne-sp-H)	Floyd H. Waltamath (gm) William M. Kessler (bm) Ralph Mizrahi (cm)	Robert Arnold (ad-mga-ram) Beatrice Godby (cam)	R. J. Arnold (pm-apm) Fred A. Oaksford (ms-prod. mgr.)
	*Herald (m) suspended Jan. 19, 1955; Leader-Republican (e) now known as Leader-Herald.									
HEMPSTEAD TOWN	See Long Island (Nassau County) for newspaper listing.									
HERKIMER-ILION 9,400—Herkimer 9,363—Ilion	Telegram (e) 6,389	.06		Flat (I) (UP) (J) (5¢, 24¢w) (Julius Mathews Special Agency, Inc.)	Herkimer Telegram Pub. Co. Wesley P. Small, Pres.-Pub.	Emily Denton (eep) Wesley P. Small (e) Charles S. Cantwell (me) Charles Gradwell (ce)	Charles Cantwell (ne) Bernard Wainer (sp) Betty Van Derlinder (we)	Paul L. Gross (gm) Eric E. Ley (bm) Robert Johnston (cm)	Bernard Wainer (mga-ram) Catherine Schaeck (cam)	Eric Ley (pm) Thomas Partlon (ms)
HORNELL 15, 049	Tribune (e) 9,922	.11*		Flat (I-R) (AP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	W. H. Greenhow Co. Mrs. Olive G. Buisch, Pres.	Louis G. Buisch (e) Clifford Cain (ce)	John W. Nelson Jr. (ne)	Louis G. Buisch (gm) Donald J. Curran (bm) Walter E. Britton (cm)	Frederick Deer (ad-mga-ram)	
	*Rate includes insertion in Bath (N.Y.) Steuben Advocate, 1,783; total, 11,705. Not sold separately.									
HUDSON 11,629 12,401-ABC-CZ	Register-Star (e ex Sat. & Sun.) 7,171	.06		Flat (I) (AP) (J) (5¢, 25¢w $1.00mo) (Burke, Kuipers & Mahoney)	Record Printing and Publishing Co. W. S. Decker, Sr. President-Publisher	Pierre L. Dolan (eep-e) Raymond C. Kennedy (me) Donald Waggoner (ce)	Donald Waggoner (ne) Anthony Nero (sp) Alene Everts (we)	Raymond C. Kennedy (bm) John Weinman (cm)	William S. Decker, Jr. (ad-mga-ram-cam)	Louis Hoiser (apm) Edward Thompson (ms)
ITHACA 29,257 30,664-ABC-CZ	Journal (e) 12,645	.08		Flat (I-R) (AP) (5¢, 30¢w, $1.20mo) (J. P. McKinney & Son)	Journal-News, Inc. Frank E. Gannett, Pres. Harry G. Stutz, Pub.	Wm. J. Waters (e) John W. Garrett (ce)	Kenneth Van Sickle (sp) Mrs. Mary Hile (we)	L. S. Pickering (gm) R. J. Stuver (cm)	Edward F. Miller (ad)	
JAMAICA	This is in Queens Borough, a part of New York City. See New York City for newspaper listing.									
JAMESTOWN 43,354 53,027-ABC-CZ	Post-Journal (e) 26,009	.12		Flat (I-R) (AP) (6¢, 36¢w) (none)	Jamestown Newspaper Corp. Mrs. Leo H. Ludwig, Pres.	John A. Hall (me) Charles Stuart (ce)	Leigh Burdick (ne) Frank Hyde (sp) Gwendolyn Johnson (we)	J. Robert Nelson (gm) G. Gilbert (cm)	J. R. Greenaway (mga-ram) L. Zeigler (cam)	
	Sun (m) 11,480	.09		Flat (I) (UP) (5¢, 30¢w) (Shannon & Associates, Inc.)	The Jamestown Sun, Inc. Edw. J. Byrne, Pub.	Edw. J. Byrne (eep-e) Burnell Lydell (me)	Waite Forsyth (sp) Joan Smith (we)	Edw. J. Byrne (gm) Roger Mason (cm)	Ernest Swanson (ad-mga-ram) Ruth Boswell (cam)	Ernest A. Swanson (pm) A. E. Reilly (ms)
KINGSTON 28,817 34,082-ABC-CZ	Freeman (e) 14,013	.10		Flat (I-R) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Freeman Pub. Co. Lucia de L. Klock, Pres.	Louis R. Netter (me) Richard O. Gruver (ce)	Charles Tiano (sp) Marriane Davis (we)	Harry du Bois Frey (gm) Harry S. Hutton (cm)	Harry du Bois Frey (mga) Warren Simmons (cam)	James E. Connelly (ms)
LITTLE FALLS 9,541	Times (e) 6,975	.07		Flat (I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Crowley Pub. Corp. Wm. F. Wright, Pres.-Pub.	John B. McGuire (e)	Ralph Weir (ne) Martin Cleary (sp)	S. L. Goodwin (gm-cm) J. R. O'Neill (bm)	J. Russell O'Neill (ram)	Edwin J. Downs (ms)
LOCKPORT 25,133 25,133-ABC CZ	Union-Sun & Journal (e) 11,386	.10		Flat (I) (AP) (5¢, 35¢w, $1.50mo) (none)	Union-Sun & Journal Inc. Egbert D. Corson, Pres.-Pub. Peter Corson, Asst. Pub.	T. E. Brundage (eep-e-me) Easton Elliott (ce)	Henry Kozloski (sp) Eleanor Brown (we)	Wm. J. Kemble (gm) S. E. Wendel (bm) P. J. Collins (cm)	W. J. Kemble (ad) S. E. Wendel (mga) E. H. Thiele (ram-cam)	E. R. Stoddard (ms)
LONG ISLAND CITY	This is in Queens Borough, a part of New York City. See New York City for newspaper listings.									
LONG ISLAND, N.Y. (Nassau County) 672,765 672,765-ABC-CZ	Newsday* (e) 213,813	.70		Flat (I) (AP, UP) (5¢, 30¢w) (Kelly-Smith Co.)	Newsday, Inc. Harry F. Guggenheim, Pres. Alicia Patterson, Pub.	Mark F. Ethridge, Jr. (eep) Alicia Patterson (e) Alan Hathway (me) Jack Altshul (ce)	James Jenkins (ne) Robert Zellner (sp) Nuala Walsh (we)	Harold Ferguson (bm) John Mullen (cm) Harold Ferguson (com)	Ernest Levy (ad) Herbert Zix (mga) David Targe (ram) Edwin Warren (cam)	Allan Woods (ms) Mike Rutman (pm)
	*Plant and Executive Offices at Garden City, L. I., N. Y.									
MALONE 9,501 9,501-ABC-CZ	Telegram (e) 5,347	.06		Flat (R) (AP) (5¢, 24¢w, $1mo) (J. P. McKinney & Son)	Malone Telegram, Inc. Frank E. Gannett, Pres. Leon L. Turner, Pub.	Del Forkey (eep-e-ce-me)	Del Forkey (ne-we) Don Cooper (sp)	Leon L. Turner (gm-bm-cm)	Leon L. Turner (ad-mga-ram-cam)	Leon L. Turner (pm-apm-ms)
MAMARONECK 15,016 15,016-ABC-CZ	Times (e) 6,797	.09*	.065	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Mamaroneck-Larchmont Pub. Co., Inc. Valentine E. Macy, Jr., Pres.	H. Richmond Campbell (e) Teunis E. Gouwens (ce)	Robert M. Hrubesch (sp)	H. Richmond Campbell (gm) W. L. Fanning (bm) Vincent T McCarthy (cm) Stephen E. Lovas (cir.-dir.)	Fred W. Greenwood, Jr. (ram) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)
	*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Review Press and Bronxville Reporter and Mt. Kisco North Westchester Times .64 per line.									
MEDINA 6,179	Journal-Register (e ex Sat.) 3,754	.045		Flat (R) (UP) (J) (5¢) (none)	Daily Journal Pub. Co. Alonzo L. Waters, Pub.	Alonzo L. Waters (e) Robert E. Waters (me)	Robert E. Waters (sp) Nellie Jackson (we)	Dorothy Stebens (cm)	Lewis H. Waters (ad)	Lewis H. Waters (pm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MIDDLETOWN.....	Times-Herald									
22,586 22,586-ABC-CZ	(e) ABC 10,258	.08	Flat	(I) (AP) (J) (5¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	The R. J. Company Inc. Ralph Ingersoll, Pres. Mrs. Helena S. Mauro, Pub.	Edward P. Dougherty (eep-me) E. Bradley Boyle (ce)	E. Bradley Boyle (ne)... Alan Black (sp) Julia Stewart (we)	Ralph Ingersoll (gm) Helena S. Mauro (bm) Vance C. Roosa (cm)	Frank Sposato (ad-mga-ram-cam)	George W. Sherrill (ms)
MOUNT VERNON.....	Argus									
71,899 71,899-ABC-CZ	(e) ABC 17,025	.15*	.11*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr. Pres.	James A. Woodworth (e) Ettore Fraioli (ce)	Martin Weitzner (sp)	Arthur C. Saunders (gm) W. L. Fanning (bm) Stephen E. Lovas (cir.-dir.) Paul Wendt (cm)	John M. Fleischmann (ram) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)

*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times, .64 per line.

NEWBURGH.....	News									
31,956	(e) ABC 16,992	.....	.....	(I) (UP) (5¢, 30¢w) (J. P. McKinney & Son)	Newburgh News Ptg. & Pub. Co., Inc. Frank E. Gannett, Pres. Harry Cohen, Pub.	Calvin D. Myers (eep-e) C. A. S. Freeman (me)	Douglas V. Clarke (ne) Wesley F. Gill (sp) Gloria Zimmer (we)	Harry Cohen (gm)..... Hugh V. Nocton (bm) Charles D. Curry (cm)	Harry Cohen (ad-mga) Ralph B. Fleming (ram)	.....
BEACON.....	News									
14,012 55,130-ABC-CZ	(e) ABC 4,391	.....	.....							
	Combined daily (me) ABC 21,383	.13	Flat							
NEW ROCHELLE.....	Standard Star									
59,725 59,725-ABC-CZ	(e) ABC 16,473	.15*	.11*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr., Pres.	Elmer H. Miller (e)... George C. Richard (ce)	Robert B. Doyle (sp)	Elmer H. Miller (gm)..... W. L. Fanning (bm) Stephen E. Lovas (cir. dir.) Robert G. Crawford (cm)	William J. Fitzgerald (ad) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)

*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.

NEW YORK CITY

BRONX BOROUGH 1,451,277 (1950)

BROOKLYN BOROUGH—2,738,175 (1950)

BROOKLYN.....	Daily									
	(m ex Sat.) 27,951	.26	.20	(I) (J) (5¢, 25¢w, $1.00mo) (none)	Brooklyn Weekly and Brooklyn Daily, Inc. Sidney Klass, Pres.	Earl Forman (eep-ce) Sidney Klass (e-me)	Arnold Fine (ne) Stanley Wyman (sp) Carol Wein (we)	Lionel Klass (gm) Albert Klass (bm) Raphael Schrieber (cm) Lawrence Goldberg (com)	Albert Klass (ad) Harry Rosenthal (ram) Seymour Wiesman (cam)	George Stein (ms) Arnold Fine (rd)
	Eagle (1)									
	(e ex Sat.) ABC 124,817	.47	.43	(I) (UP) (5¢, 10¢S, 40¢wd&S) (Kelly-Smith Co.)	The Brooklyn Eagle, Inc. Frank D. Schroth, Pres.-Pub. Frank D. Schroth, Jr. Asst. to Pub.	Frank D. Schroth (e) Edwin B. Wilson (exec. e) Robt. M. Grannis (asst. exec. e) Thos. N. Schroth (me) Henry W. Connors (ce)	Edwin W. Wilkinson (ne) Stephen E. Hills (Su) Lou Niss (sp) Ruth G. Davis (we)	Isadore Cohen (cm)	John E. Dean (ad)..... Vincent N. Yacenda (mga) R. W. Harrington (ram) Arthur R. Maloney (cam)	Stephen J. Lambert (ms)
	Saturday edition (Sat.) ABC 106,537	.47	.43							
	Sunday edition (S) ABC 164,227	.47	.43							

MANHATTAN BOROUGH—1,960,101 (1950)

NEW YORK CITY	Enquirer (23)									
	(S)*	.....	.35	.22	(I) (UP) (15¢S)	New York Evening Enquirer, Inc.	F. Reed (e) M. Snyder (ce)	Sy Lobell (ne) Billy Stevens (sp) William Brendle, Jr. (sp)	Dino M Gallo (gm) Michael Gallo (cm)	Jerome Siegel (ad) ..... Harry Rosenthal (ram) J. M. Cafferty (cam)	.....

*Dated Monday, but published for Sunday distribution.

	Herald Tribune (36)									
	(m ex Sat.) ABC 336,443	1.27	.99	(I-R) (AP, CanP, UP, DJ, NYHT) (5¢, 20¢S) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast) Resort Newspaper Representatives, Inc. (Fla., Ala., Miss., La.)	New York Herald Tribune, Inc. Whitelaw Reid, Pres. Ogden R. Reid, Vice. Pres.	Whitelaw Reid (e)..... George Cornish (exec. e) Everett W. Walker (me) Fendall Yerxa (ce)	Luke Carroll (ne)..... Joseph Herzberg (Su) Robert Cooke (sp) Eugenia Sheppard (we)	Warner R. Moore (bm) ... B. G. Cameron (cm) A. V. Miller, Treasurer	John D. Thees (ad)..... James W. Sykes (mga) George Barthelme (ram) Daniel Lionel (cam)	Alexander Anderson (prod. Mgr.) Edward Freeman, (Sales pm) Richard L. Tobin, (Dir. of Pub. Affairs)
	Saturday edition (Sat.) ABC 252,957	1.27	.99							
	Sunday edition (S) ABC 528,253	1.57	1.31							
	Journal-American (15)									
	(e ex Sat.) ABC 660,246	1.80	Flat	(I) (AP, INS,) (*S) (5¢, 10¢ Sat., 20¢S) (Hearst Advertising Service)	Hearst Consolidated Publications, Inc. W. R. Hearst, Jr. Pres.-Pub. John K. Herbert, Exec. Pub.	Wm. A. Curley (e)..... Sam H. Day (me) Paul Schoenstein (ce)	Max Kase (sp)..... Frances Rushmore (we)	T. E. J. Crowley (bm).... Hugh F. Smith (cm)	Charles Gould (ad) Perry Rosenberg (ram) John L. Irvin (cam)	Summer Collins (pm-apm) J. D. Garvey (ms)
	Saturday edition (Sat.) ABC 431,054	.....	.....							
	Sunday edition (S) ABC 866,233	2.00	.....							
	Metropolitan Sunday edition (S)	.....	1.80	Flat						
	The Journal of Commerce & Commercial (13)									
	(m ex Sat.) ABC 31,831*.65		.40	(I) (AP) (15¢) (own offices)	Twin Coast Newspapers, Inc. Joseph E. Ridder, Pres. Bernard J. Ridder, Pub. Adelrick Benziger, Jr. Asst. to Pub.	H. E. Luedicke (e) M. L. Van Slyck (me) Arthur Krahmer (cent)	.....	Eric Ridder (gm) T. V. Bihler (Circ. Dir.)	John Potesky (ad) Henry Barringer (cam)	Richard Lilley (pm) Edward Slawsky (ms)

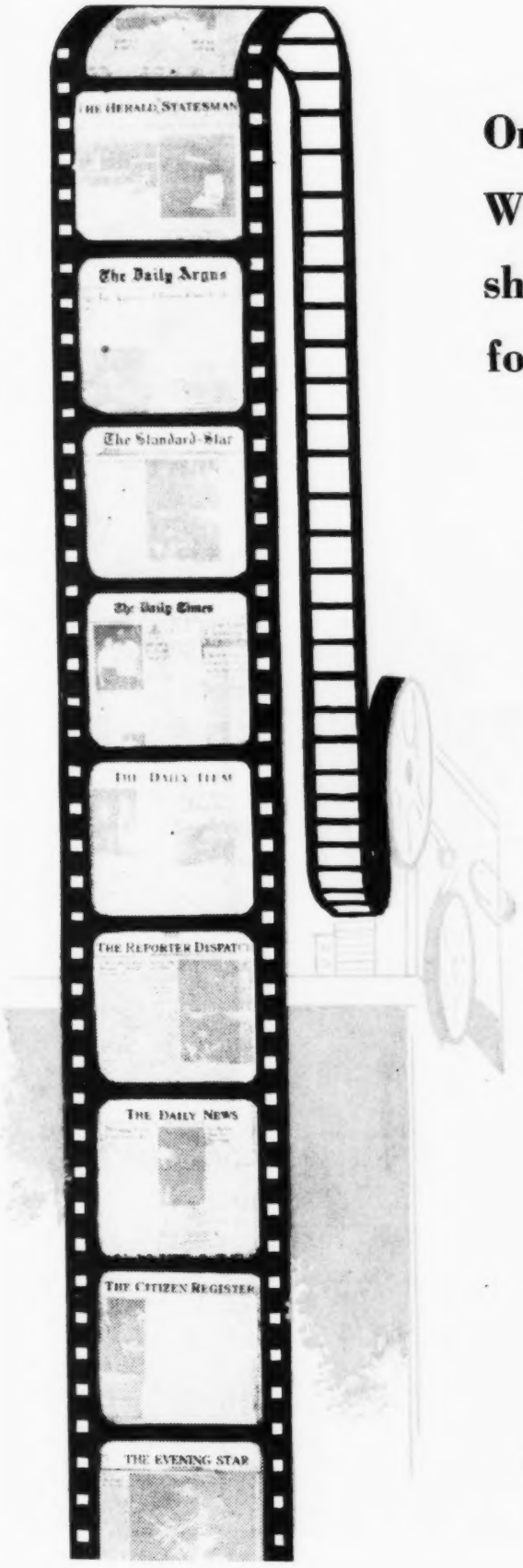
*March 31, 1954

	Mirror (17)									
	(m ex Sat.) ABC 897,711	1.70	Flat	(I) (AP, UP, INS) (*S) (4¢, 10¢S) (own offices in New York, Chicago, Detroit, and Reynolds-Fitzgerald, Inc.)	New York Mirror Div., The Hearst Corp. R. E. Berlin, Pres. Chas. B. McCabe, V. Pres. & Pub.	Glenn Neville (e) Hinson Stiles (me) Selig Adler (asst. me) Edward Markel (ce)	Mortimer Ehrman (ne) C. Wagner (Su) Dan Parker (sp)	W. N. Thomson (gm) Chas. Strehan (cm)	Warren Kelly (ad) Walter Rompel (mga) Murray S. Whitsett (ram) Harry McNally (cam)	Ted Cloduis (pm)
	Saturday edition (Sat.) ABC 832,433	.....	.....							
	Sunday edition (S) ABC 1,599,416	2.55	Flat							
	.....	1.80*	Flat							
	.....	1.05†	Flat							

*City and Suburban editions circulated within 50 miles radius of New York City.
†Country edition R. O. P.

	Morning Telegraph (1)									
	(Mon.) ABC 46,843*.40		.22	(UP, RN) (35¢, $2.10 w, $9.10mo) (Direct)	Triangle Publications, Inc. W. H. Annenberg, Pres. J. Samuel Perlman, Pub.	J. Samuel Perlman (e) Saul Rosen (me)	Lorne O'Donnell (ne).... Ira Seebacher (sp)	J. Samuel Perlman (gm) Louis Iverson (bm) Thomas Flood (cm)	Leon Waldman (mga)...	Henry Dods (ms)
	(Tue.-Fri.) ABC 32,213*.40		.22							
	(Sat.) ABC 45,788*.40		.22							

*March 31, 1954



Only the 'Big Screen' of the Westchester Newspapers can show the Westchester Market for '55...

Westchester, N. Y., is primarily divided into nine natural trading areas, each with a metropolitan nucleus. Each market has its **own** municipal departments, shopping zones, interests. Each makes its **own** news . . . reads its **own** newspapers. Individually, these trading areas are unique. Collectively they constitute one of the finest markets in the country today: citizens with the **highest** per capita and per family buying incomes in the state . . . producing DAILY retail sales exceeding $3,000,000.* This is the county you sell with **exact** salesmanship and telling accuracy when you advertise through its own newspapers . . . the one these families rely upon for all the news and BUYING DECISIONS intrinsic to their own trading area.

To be precise, it's the nine . . .

Westchester Group Newspapers

REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

* Sales Management 1954.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW YORK CITY —Continued	News (17) (m ex. Sat.) 2,092,455 Saturday edition (Sat.) 1,902,107 City & Suburban Run Split Run Sunday edition (S) 3,652,302 City & Suburban Split Run †Full run.	3.36† 3.36† 3.09 1.62 5.65† 3.60 1.91	3.15† 3.15† 2.88 1.52 5.32† 3.40 1.81	(I) (UP, AP, CT-NYN, RN) (J) (*S) (4¢, 10¢S) (John F. Herrick (Chicago), Fitzpatrick Associates (Pacific Coast)	News Syndicate Co., Inc. F. M. Flynn, Pres.	R. Maury (eep) R. W. Clarke (exec. e) R. G. Shand (me) E. J. McHugh (nt. me) W. J. White (asst. me) Harry Nichols (ce)	W. A. Casselman (ne) Ama Barber (Su) Hugh Schuck (telegraph ed) Jimmy Powers (sp) Miss Mary King (we)	F. M. Flynn (gm) P. B. Stephens (bm) I. M. Annenberg (cir. dir.) W. Welkowitz (cm)	Thomas J. Cochrane (ad) John H. Glass (ad mgr) Seward Davis, Jr. (mga) A. H. Mason (ram) R. S. Tincher (cam-display)	W. R. Fritzinger (pm) Herbert M. Steele (sales pm) S. D. Willey (ms)
	Post (6) (e ex Sat.) 405,826 Sunday edition (S) 277,808	1.35 1.35	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w) George A. McDevitt Co. (midwest, western)	New York Post Corp. Dorothy Schiff, Pres.-Pub. Harry Rosen, Vice-Pres.	James A. Wechsler (e) Paul Sann (exec. ed.) James F. Graham (me) John Bott (ce)	Mark Sherwin (ne) Ike Gellis (sp) Agnes A. Murphy (we)	Marvin Berger (bm) James Getleson (cm) L. N. Cook (com)	Warren Rinenberg (ram) Alfred A. Baum (cam)	Alex Gross (pm) Arthur Weiss (ms)
	Times (36) (m ex Sat.) 526,215 Saturday edition (Sat.) 414,405 Sunday edition (S) 1,416,860	1.89 1.89 2.32	1.54 1.54 2.05	(AP, UP, CanP, NANA, RN, CT-NYN, NYT) (5¢, 25¢S) (own Offices Chicago, Boston and Sawyer-Ferguson-Walker Co.) (Detroit and Pacific Coast)	New York Times Co. Arthur Hays Sulzberger, Pres.-Pub.	Charles Merz (e) Turner Catledge (me) Frank Adams (ce)	Ernest von Hartz (ne) Lester Markel (Su) Raymond Kelly (sp)	Julius Ochs Adler (gm and V.-P) Harold Hall (bm) N. W. Goldstein (cir-dir.) Paul J. Rowan (cm)	Monroe Green (ad) Max Falk (mga) W. E. Perkinson (ram) C. M. Carroll (cam)	Ivan Veit (pm) Irvin S. Taubkin (apm) C. J. Strang (ms)
	Wall St. Journal (4) (d ex Sat.) 300,253* (Eastern edition only) 141,687 (Pacific Coast edition only) 41,227 (Southwest edition only) 25,625 (Midwest edition only) 91,714 *National edition.	2.73* 1.15 .44 .37 .85	2.02* .91 .34 .27 .58	(I) (AP, INS, RN, UP, DJ) (10¢) (Direct)	Dow Jones & Co., Inc. Bernard Kilgore, Pres.	W. H. Grimes (e) Buren H. McCormack (exec. e) Robert Bottorff (me)		J. J. Ackell (bm) George Delaney (circ. sales)	T. E. Callis (ad) Raymond E. Evans (mga)	F. X. Timmons (apm)
	World-Telegram and Sun (15) (e ex Sat.) 518,809 Saturday edition (Sat.) 172,502	1.70 1.70	Flat Flat	(I) (AP, DJ, UP, SHNA) (5¢-10¢ Sat.) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	N. Y. World-Telegram Corp. Roy W. Howard, Pres.	Roy W. Howard (e) Lee B. Wood (exec. e) Richard Starnes (me) Bert MacDonald (ce)	Herb Kay (ne) Joseph P. Val (sp) Patricia Brown (we)	N. S. Macneish (bm) Edwin T. Burke (asst. to bm) Vernon Brooks (asso. bm) A. D. Wallace (cm)	Richard J. Murray (ad) J. A. Caldwell (mga) C. I. Schwat (ram) J. Daly (cam)	Lawrence W. Merahn (pm dir.) T. Black (apm)

QUEENS BOROUGH 1,550,849 (1950)

JAMAICA	Long Island Press (3) (e) 217,040 Sunday edition (S) 229,359	.60 .60	Flat Flat	(I) (AP, CDN, UP) (5¢, 10¢S, 30¢w-d, 40¢w-d&S) (Newhouse Newspapers)	Long Island Daily Press Pub. Co. Inc. S. I. Newhouse, Pres.-Pub.	Art Eggleston (eep) Norman N. Newhouse (e) Edward Gottlieb (me) John Sutphin (ce)	Mort Pye (ne) Paul Keil (Su) Michael A. Lee (sp) Abby Polesie (we)	Theodore Newhouse (gm) Stan Hancock (cm)	Frank Reis (mga) Sam Herman (ram) A. B. Robillard (cam)	F. Jablons (pm) N. Miranda (ms)
	.82 in combination with Long Island Star-Journal; .74 in combination with Staten Island Advance; .98 in combination with L. I. Star-Journal and Staten Island Advance.									
	Queens Evening News (e ex Sat.)	.20	.13	(R) (INS) (3¢) (DeLisser, Inc.)	Queens Evening News Pub. Co., Inc. Eugene E. Early, Pres.-Pub.	Arthur Montgomery (eep) O. J. Brede (me) Frank Holley (ce)	Ed. Robinson (sp) F. M. Powers (we)	Wm. T. Tooker (gm) Joseph Fazio (bm) Al Rosen (cm)	Wm. T. Tooker (ad)	Ralph Hallahan (ms)
LONG ISLAND CITY	Long Island Star-Journal (1) (e) 78,858	.38	Flat	(I-D) (AP, UP, CDN) (5¢) (Newhouse Newspapers)	Newspaper Enterprises Inc. S. I. Newhouse, Pres.	Stephen Rogers (eep-me) Elwood Thompson (ce)	Martin Sheldon (ne) Louis F. O'Neill (sp) Joan Crawford (we)	Theodore Newhouse (gm) Wm. Bennett (cm)	Frank Reis (mga) Dan Frischberg (ram) Dominick Anthony (cam)	N. Miranda (ms)
	.82 in combination with Long Island Press; .44 in combination with Staten Island Advance; .98 in combination with L. I. Press and Staten Island Advance.									
RIDGEWOOD	Long Island Advocate (27) (e ex Sat.) 16,850	.20	Flat	(I) (TP, INS) (2¢, 10¢ w) (Newspaper Associates, Inc.)	L. I. Daily Advocate, Inc. Wm. E. Weiler, Pres. H. W. Bryan, Pub.	Frank Sherkel (me) Victor Stanley (ce)	Victor Stanley (ne) Jack Schwartz (sp) Millie Seiflin (we)	Louis E. Reichhold (gm-bm) Al Jaeger (cm)	William Goldstein (ad-ram) Louis Royal (mga) Charles Meyer (cam)	Walter Bull (pm-apm) Vincent LaFortezza (ms)

RICHMOND BOROUGH—191,555 (1950)

STATEN ISLAND	Advance (10) (e) 41,761	.25*	Flat	(UP, INS) (5¢, 30¢w) Newhouse Newspapers)	Advance Publications Inc. S. I. Newhouse, Pres.-Pub.	Paul Tierney (e) Lee De Landes (ce)	Hal J. Squier (sp)	Naomi N. Jablons (gm-bm) John M. Kearns (cm)	Frank Rock (ad) Frank Reis (mga) Robert Stevenson (cam)	Frank Rock (apm) Frank Parker (ms)
	*.74 in combination with Long Island Press; 1.44 in combination with Long Island Star-Journal; .98 in combination with L. I. Press and L. I. Star-Journal.									
NIAGARA FALLS 90,872 101,673-ABC-CZ	Gazette (e) 33,447	.15	Flat	(I-R) (AP, UP) (5¢, 30¢w) (J. P. McKinney & Son)	Gazette Pub. Corp. Frank E. Gannettt, Pres.	Thomas J. Berrigan (eep-e-me) Hamilton B. Mizer (ce)	Michael J. Quinlan (sp)	Robert T. Harrold (gm) Clifford C. Frost (cm)	Edward Eitel (mga) C. O. Peterson (ram) Edward J. Boga (cam)	Wesley L. Kester (ms)
NORTH TONAWANDA	See the Tonawandas listing.									
NORWICH 8,816	Sun (e) 3,771	.05	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Norwich Pub. Co., Inc. Edw. H. Clark, Pres.	Robert J. Jones (eep-e-me) Marjorie Bingham (ce)	Robt. Van Tine (sp)	Robert J. Jones (gm) J. L. Montgomery (bm) Hugh Rice (cm)	Claude Page (ad-ram) J. L. Montgomery (mga) Harold Figary (cam)	Edwin H. Chase (ms)
NYACK 5,889 13,626-ABC-CZ	Journal-News (e) 9,620	.075	Flat	(I-R) (INS) (5¢, 35¢ w) (DeLisser, Inc.)	Landrock Pub. Corp. C. J. Hardy, Jr. Pres.-Pub.	Norman R. Baker (eep-e)	Richard Baker (sp) Mary Ruth Campbell (we)	Frederick R. Miller (gm-bm) George Mueller (cm)	Lawrence Anderson (mga)	Edward Maurer (ms)
OGDENSBURG 16,166 16,166-ABC-CZ	Journal (e) 5,501 Advance-News (S) 3,941	.06 .06	Flat Flat	(I-R) (AP) (J) (5¢, 10¢S, 30¢w-d) (J. P. McKinney & Son (D)	Northern New York Pub. Co., Inc. Frank E. Gannett, Pres. Franklin R. Little, Pub.	Franklin R. Little (e) Fred G. Eaton, Jr. (me-ce)	Henry Belgard (Su) John F. Jones (sp) Cora Lowe (we)	Franklin R. Little (gm) Hugh B. Lancaster (bm) Winston L. Knight (cm)	George R. Little (ad-mga) Jeanette Brunet (cam)	William E. Gallagher (ms)

Facts about ROCHESTER, N. Y.

The 721,520 people who live in the Rochester retail trading area buy more because they earn more. Total income from wages and salaries is over a billion dollars. In the Metropolitan Area average income per family unit is $6,665. Sixty-eight percent of the homes are owner-occupied.

Circulations of both The Democrat and Chronicle (morning and Sunday) and Times-Union (evening) have increased steadily year after year and now are highest ever. In the eight-county retail trading area combined weekday circulation is equal to 85% of the number of families.

Total advertising in 1954 amounted to over 44 million lines. The Democrat and Chronicle ranks first among morning newspapers in automotive advertising and The Times-Union is second among evening newspapers. ("First 50" report of Media Records January 1 to September 30, 1954.)

ROCHESTER TIMES-UNION

Democrat and Chronicle

Members — THE GANNETT GROUP

Represented By

J. P. McKINNEY & SON, Inc.

New York — Chicago — San Francisco

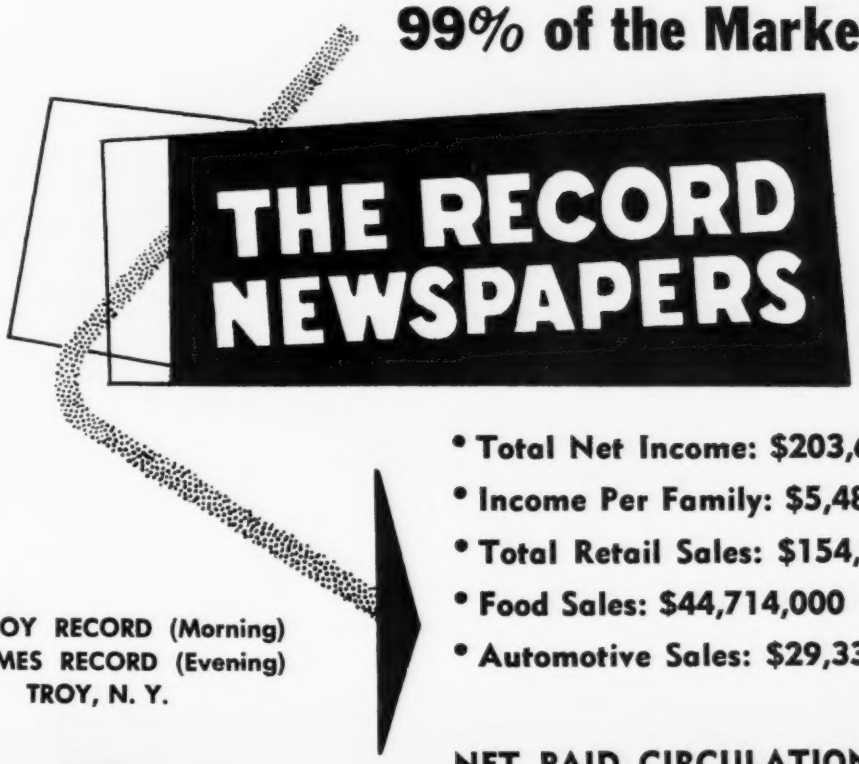
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
OLEAN 22,884 25,910-ABC-CZ	Times-Herald (e) (ABC) 15,045	.08		Flat (I) (AP) (J) (5¢, 35¢w) (J. P. McKinney & Son)	Times-Herald Corp. E. B. Fitzpatrick, Pres.-Pub.	H. R. Helsby (eep-e) John J. Morton (me) Charles E. Fish (ce)	Michael Abdo (sp) Adele Hudock (we)	Grey Fitzpatrick (gm) James E. Strong (cm) Frank Schnell (cam)	James V. Bronold (bm-mga) J. Robert Neller (ram) Kenneth I. Johnson (cam)	James V. Bronold (pm) John Strange (ms)
ONEIDA 11,325	Dispatch (e) 6,115	.06		Flat (R) (CT-NYN) (J) (5¢, 25¢w, $1.00mo) (Julius Mathews Special Agency, Inc.)	Dispatch Corp. John Tyler Tuttle, Pres. Winthrop S. Tuttle, Pub.	John Tyler Tuttle (e) Roland A. Powell (me)	Edwin Metasky (sp) Theresa Stoughton (we)	Walter E. Pardoe (bm) Walter C. Hubbard (cm)	Charles D. Custer Thomas Duffin (cam)	John T. Tuttle (pm)
ONEONTA 13,564 14,849-ABC-CZ	Star (m) (ABC) 13,821	.10		Flat (I) (AP) (J) (5¢, 35¢w) (Ottaway Newspapers)	Oneonta Star, Inc. James H. Ottaway, Pres.-Pub.	Gerald Gunthrup (eep-e-me) Harold Rockwell (ce)	Harold Rockwell (ne) Robert Whittemore (sp) Norma Eckmair (we)	Eugene J. Brown (gm-bm) Frank Shippey (cm)	Walton Deming (mga) Harry Toepfer (ram) Kenneth Agne (cam)	Fred Townsend (ms)
OSSINING 16,098 16,098-ABC-CZ	Citizen-Register (e) (ABC) 6,185	.09*	.065*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Pubs., Inc. Valentine E. Macy, Jr., Pres.	Joseph L. Naar (e) Douglas R. Wildey (ce)	Robert E. Brown (sp)	W. L. Fanning (bm) Stephen E. Lovas (cir. dir.) Richard M. Caparelli (cm)	A. H. Francis (mga) Frederick J. Tittel (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederickson (ms)
	*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49 eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.									
OSWEGO-FULTON 22,647 Oswego 13,922 Fulton	Palladium-Times (e) 13,815	.09		Flat (I) (AP) (J) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Palladium-Times, Inc. Clark Morrison, Pres. C. T. Leighton, Pub.	Clark Morrison III (eep) C. T. Leighton (me) J. R. Gill (ce)	Don McGann (sp) Adelle Downs, (we)	T. A. Cloutier (gm-bm) J. E. Steinberg (cm)	E. M. Allen (ad) E. B. Dalgaard (mga) M. S. Tully (cam)	T. A. Cloutier (rd-pm) E. J. Shea (ms)
PEEKSKILL 17,731 17,731-ABC-CZ	Star (e) (ABC) 7,063	.12*	.07*	(I-R) (AP) (5¢, 30¢w, $1.25mo) (Kelley-Smith Co.)	Peekskill Star Corp. Donald F. Ikeler, Pres.-Pub. E. Joe Albertson, Sec. Co.-Pub.	E. Joe Albertson (eep-e-me) J. Donald Albertson (ce)	Larrabee Albertson (ne) Ray Lapolla (sp)	Donald F. Ikeler (gm-cm)	George Levinton (ad) Donald F. Ikeler (cam)	George Levinton (apm) Raymond Ogden (ms)
	*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star 49: eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.									
PLATTSBURGH 17,738 17,738-ABC-CZ	Press-Republican (m) 9,599	.08		Flat (I) (AP) (5¢, 30¢w) (Ottaway Newspapers)	Plattsburgh Publishing Co., Inc. James H. Ottaway, Pres.	William K. Babel (e)	George R. Carr (ne) Don Garrant (sp) Harriet Page (we)	Wm. C. Lundquest (gm) Gordon LaMay (cm)	John A. Fournier (ram) Donald Clifford (cam)	Henry Provost (ms) James DiFulvio (asst ms)
PORT CHESTER 23,970 23,970-ABC-CZ	Item (e) (ABC) 13,498	.14*	.10*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Item Publishers, Inc. Valentine E. Macy, Jr., Pres.	Wm. J. Bassett (me) Warren B. Randall (ce)	Nino Sechi (sp)	Maurice A. Dougherty (gm) W. L. Fanning (bm) Stephen E. Lovas (cir.-dir.) Edward Rubin (cm)	A. H. Francis (mga) John E. Sheils (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Chas. Frederickson (ms)
	*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.									
PORT JERVIS 9,372 11,143-ABC-CZ	Union-Gazette (e) (ABC) 3,651	.06	.04	(I) (AP) (J) (5¢, 25¢w, $1mo) (none)	Tri-States Pub. Co., Inc. Fred D. Salmon, Pres. Fred D. Salmon, Jr. (Pub.)	D. Nelson Raynor (eep-me) Fred D. Salmon, Jr. (e) Henry Millspaugh (ce)	Dan Dwyer (ne-we) Ralph Frederick (sp)	Wilbur Happ (bm) R. C. Lundy (cm)	Wilbur Happ (ad) R. C. Lundy (cam)	Fred D. Salmon, Jr. (pm) Joseph Gross (ms)
POUGHKEEPSIE 41,023 59,992-ABC-CZ	New Yorker (e) (ABC) 26,281 Sunday edition (S) (ABC) 26,659 Evening and Sunday (eS) (ABC) 52,940	.15 .15 .225	Flat Flat Flat	Flat (I) (AP) (5¢, 15¢S, 50¢w) (Kelly-Smith Co.)	Poughkeepsie Newspapers, Inc. Merritt C. Speidel, Pres. C. J. Nuhn, Pub.	Clifford J. Nuhn (e) Charles G. Murray (me) Edwin H. Rozell (ce)	Herbert J. Thomsen (Su) George Palmateer (sp) Laura C. Foerschler (we)	A. Wollenhaupt (gm) Nelson G. Secor (cm)	Philip B. Maguire (ad) John Alexander (ram) F. H. Voshardt (cam)	.....
ROCHESTER 332,488 418,374-ABC-CZ	Democrat & Chronicle (m) (ABC) 117,818	(14)	.....	(R) (AP, UP, INS) (5¢, 15¢S, 45¢w) (J. P. McKinney & Son)	Gannett Co., Inc. Frank E. Gannett, Pres. Paul Miller, Pub.	L. R. Blanchard (eep-e) George R. Shoals (me) Wilbur G. Lewis (ce)	Norris W. Vagg (ne) Paul E. Tanner (su) Paul Pinckney (sp) Elizabeth deSylva (we)	Don U. Bridge (gm) Al F. Mahar (bm) Bernard Mahoney (cm)	John Stamp (mga) Wilbur L. Hanks (ram) Anthony Powderly (cam)	Howard B. Bloomfield (pm) Earl Barker (ms)
	Times-Union (e) (ABC) 117,602 Combined daily (me) (ABC) 235,420 Democrat & Chronicle (S) (ABC) 172,719 Evening & Sunday (eS) (ABC) 290,537	.... .52 .44* .63	..... Flat Flat Flat Flat	(I-R) (AP, UP, INS, CDN) (5¢, 30¢w) (J. P. McKinney & Son)		Paul Miller (e) A. Vernon Croop (me) Howard C. Hosmer (ce)	Francis Bonn (ne) Mathew A. Jackson (sp) Ruth Chamberlain (we)	Don U. Bridge (gm) Joseph T. Adams (bm) Arthur B. Calhoun (cm)	John F. Stamp (mga) Merrell M. DuBois (ram)	Ira Sapozink (pm) Earl Barker (ms)
	*Same rate for holidays.									
ROME 41,682 41,682-ABC-CZ	Sentinel (e) (ABC) 16,796	.11		Flat (I-D) (AP) (J) (5¢, 30¢w) (None)	Rome Sentinel Co. Bradley C. Barnard, Pres.-Pub.	Bradley C. Barnard (e) Fritz S. Updike (eep) Wm. L. Courson (me) Conse R. DeLutis (ce)	J. W. Beekman (ne) Francis E. Regan (sp)	Fritz S. Updike (gm) G. B. Waters (asst. gm) R. C. Fielding (bm) J. Truman Kahler (cm)	W. S. DeHimer (ad-mga-ram) H. K. Duffy (cam)	Fred F. Herbst (pm) Carl Domino (ms)
SALAMANCA 8,861	Republican-Press (e) 4,015	.05		Flat (I-R) (AP) (J) (5¢, 30¢w) (1.30mo) (Julius Mathews Special Agency)	Salamanca Republican-Press Matthew Weber and Latham B. Weber, Pubs.	Matthew Weber (e) Latham B. Weber (me) T. Lea Smith (ce)	T. Lea Smith (sp) Mrs. Joan Miles (we)	Latham B. Weber (bm)	Latham B. Weber (ad) Mrs. Carol W. Bennett (cam)	A. R. Hepfinger (ms)
SARANAC LAKE 6,913	Adirondack Enterprise (e) 3,962	.06		Flat (I-D) (AP) (5¢, 30¢w $1.25mo) (Thomas F. Clark Co., Inc.)	Adirondack Daily Enterprise James Loeb Jr. & Roger W. Tubby, Publishers	Roger W. Tubby (eep) Harry B. Nason (e) Helen S. Nason (ce)	Arthur Rogers (sp) Frances Dickie (we)	James Loeb, Jr. (gm)	David Rioto (ad) Joseph Evans (ram)	Donald LaRose (ms)
SARATOGA SPRINGS 15,473 15,473-ABC-CZ	Saratogian (e) (ABC) 12,100	.09		Flat (I-R) (AP) (5¢, 30¢w) (J. P. McKinney & Son)	Saratogian, Inc. Frank E. Gannett, Pres.-Pub.	J. M. Cavanaugh (eep-me) Gordon Lessels (ce)	Wm. Connelly (sp)	F. T. McCue (gm) T. J. Quilty (cm)	F. T. McCue (mga) E. J. Lanfear (ram)	S. Wetherhold (ms)
SAUGERTIES 3,907	Post (e) 1,477	.04		Flat (I-R) (UP) (J) (3¢, 18¢w 72¢mo) (none)	The Saugerties Daily Post, Inc. George F. Kaufman, Pres.	Bertram W. Burns (e)	.....	John W. Davis (bm)	John W. Davis (ad)	Urban Kime (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SCHENECTADY 91,785 131,964-ABC-CZ	Gazette (1) (m) ABC 42,039	.18	Flat	(I) (AP, UP))J) (5¢, 30¢w) (Reynolds-Fitzgerald, Inc.)	Daily Gazette Co. John G. Green, Pres. Pub.)	John E. N. Hume, Jr. (e) Edward Themak, Jr. (me)	John Hugerich (sp) Maud Welin (we)	John G. Green (gm) David C. Hume (bm) Elmer Laycock (cm)	John W. Eddy (adv. mgr.) James E. Brown (mga) Judson A. Creasy (ram) Earle P. Blanchard (cam)	A. H. Pauley (ms)
	Union Star (1) (e) ABC 36,678	.16	Flat	(I) (AP, UP) (5¢, 30¢ w) (Kelly-Smith Co.)	Schenectady Union Publishing Co. C. W. Callanan, Pres.	Philip H. Wertz (eep) H. R. Ekins (me) John M. Malone (ce)	A. De Santis (sp) Mrs. Susan Clark (we)	Andrew P. Kellogg (gm) J. C. Story (cm)	Perkins M. Hart (ad) Wade R. Presnell (mga) Laurence E. Nyland (ram) Donald R. Hathaway (cam)	D. R. Hathaway (pm)
STATEN ISLAND	This is Richmond Borough, a part of New York City. See New York City for newspaper listing.									
SYRACUSE 220,583 285,152-ABC-CZ	Herald-Journal (1) (e) ABC 133,704 Herald-American (S) ABC 221,954	.50	Flat	(I) (AP, UP, INS) (5¢, 15¢S, 30¢w-d, 45¢ w-d&S, $2mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Herald Co. Mary E. Jenkins, Pres. E. A. O'Hara, Pub.	C. Fred Betts (eep) Alexander F. Jones (exec. e) Kare McElroy (me) Kenneth F. Sparrow (ce)	Robert M. Hoffman (ne) Egbert S. Turner (Su) Francis R. Woolever (sp) Arlene La Rue (we)	C. H. Rinne (bm) James M. Armstrong (cm)	Chauncey S. Hurley (ad) R. O. Smith (mga) W. J. Kuhn (ram) J. J. Haggerty (cam)	Richard H. Wickham (pm-apm)
	Post-Standard (1) (m) ABC 87,593 Sunday edition (S) ABC 102,679 Combined daily (me) ABC 221,126	.... .30 .50	..... Flat Flat	(I-R) (AP) (*S) (5¢, 15¢S, 45¢w-d&S) (Moloney, Regan &Schmitt, Inc.)	Post-Standard Co. S. I. Newhouse, Pres. Richard H. Amberg, Pub.	R. L. Voorhees (eep-e) J. Leonard Gorman (me) James M. Annan, Jr. (ce)	Loren Bailey (ne) Wm. V. Reddy (sp) Alice F. Keegan (we)	Richard H. Amberg (gm) H. H. Keller (bm) Walter Evans (cir. dir.) E. W. Hixson (cm)	Henry H. Keller (ad) Wm. M. Schmidt (mga-ram)	.....
TARRYTOWN-NORTH TARRYTOWN 8,851—Tarrytown 8,740—North Tarrytown 17,591-ABC-CZ	News (e) ABC 5,155	.09*	.085*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr. Pres.	Wallace Odell (e) Joseph Naar (me) Robert M. Austin (ce)	Patrick A. Digilio (sp)	William J. Cannon (gm) W. L. Fanning (bm) Stephen E. Lovas (cir. dir.) Alfred P. Lyon (cm)	Aloys A. Robert (ram) A. H. Francis (mga) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Frederickson (ms)
	*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.									
TONAWANDA & NORTH TONAWANDA 14,617—Tonawanda 24,731—N. Tonawanda 39,348-ABC-CZ	News (e) ABC 11,107	.09	Flat	(I) (UP) (5¢, 30¢w) (The Julius Matthews Special Agency, Inc.)	Tonawanda Pub. Co. Ruth B. Hewitt, Pres. Ruth L. Hewitt, Pub.	Harvey Hough (eep-me) Ruth L. Hewitt (e) Kelly Simon (ce)	Lou Simon (sp) Ruth Bohlen (we)	Ruth L. Hewitt (gm) Leo T. Celehar (bm) John Wellens (cm)	Leo T. Celehar (ad) Alan Baer (mga-ram) James W. Slattery (cam)	Ruth L. Hewitt (pm-apm)
TROY 72,311 120,819-ABC-CZ	Record (m) ABC 6,599 Times-Record (e) ABC 40,264 Combined daily (me) ABC 46,863	.... .20	.... Flat	(I-R) (AP, UP, INS) (6¢, 36¢w, $1.56-1.62mo) (none)	Troy Record Co. Frank L. York, Pres.-Pub.	Dwight Marvin (eep-e) Joe. R. Snyder (ce) Cornelius A. McGrath (ce)	Alton T. Sliter (ne) J. J. McGrath (sp) Robert A. Fusco (sp) Marjorie F. Bell (we)	Frank L. York (gm) Walter J. Kane (bm) Jos. J. LaChapelle (cm)	J. Arthur Viger (ad-mga) John F. Roy (ram) Walter J. Benedett (cam)	Cyrus B. Dingman (pm) Granville Hutchinson (ms)

In The TROY, N. Y. CITY ZONE
Only ONE Medium Reaches
99% of the Market



CITY ZONE POPULATION:
123,500

TOTAL MARKET POPULATION
211,148

- Total Net Income: $203,687,000
- Income Per Family: $5,488
- Total Retail Sales: $154,284,000
- Food Sales: $44,714,000
- Automotive Sales: $29,334,000

NET PAID CIRCULATION: **46,863**

THE TROY RECORD (Morning)
THE TIMES RECORD (Evening)
TROY, N. Y.

20¢ A LINE

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
UTICA 101,531 114,274-ABC-CZ	Press (2) (m) (ABC) 25,669	.11	Flat	(I-R) (AP) (5¢, 30¢w, $1.50mo) (J. P. McKinney &Son)	Observer-Dispatch, Inc. Frank E. Gannett, Pres. J. David Hogue, Pub.	Paul B. Williams (eep) Harold E. Moore (exec. e-OD-P) Gilbert P. Smith (me-P) William R. Eckhof (ce) William J. Woods (eep-e) Charles A. King III (me-OD) Calvert L. Asher (ce)	Neal A. Bintz (ne) Leonard Wilbur (sp) John W. Kelley, Jr.(Su) Leonard Wilbur (sp) Katrina Judson (we)	J. David Hogue (gm) George C. Wertz (bm) Cyrus H. Favor (cm) J. David Hogue (gm) George C. Wertz (bm) Arthur J. Vaeth (cm-OD)	Harry J. Benner (ad) Floyd A. Piper (mga) Elmer J. Pierce (ram) Eugene M. Sourla (asm) William M. Baaske (cam)	Earl N. Hughes (ms)
	Observer-Dispatch (e) (ABC) 44,854	.20	Flat	(I-R) (AP, UP) (5¢, 15¢S, 30¢w, $1.50mo) (J. P. McKinney &Son)						
	Combined daily (me) (ABC) 71,523	.....	.....							
	Observer-Dispatch (S) (ABC) 49,745	.20	Flat							
WATERTOWN 34,350 35,896-ABC-CZ	Times (e) (ABC) 41,749	.20	Flat	(I-R) (AP, UP, CDN, NANA, INS) (7¢, 38¢w) (Reynolds-Fitzgerald, Inc.)	The Brockway Co. John B. Johnson, Pres.-Pub.	John B. Johnson (eep-e) Harry F. Landon (me) Gordon W. Bryant (ce)	John G. Case (sp)	Louis Saiff, Jr. (gm-bm) Alton H. Adams (cm)	William Saiff (cam)	.....
WELLSVILLE 6,402	Reporter (e) 4,480	.06	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency)	Wellsville Daily Reporter, Inc. E. Willard Barnes, Pres.-Pub.	E. Willard Barnes (e) Rae Rowan (me-ce)	.....	E. Willard Barnes (gm-bm-cm)	Laurence J. Pflager (mga-ram)	R. C. Cook (ms)
WHITE PLAINS 43,466 43,466-ABC-CZ	Reporter Dispatch (e) (ABC) 23,886	.17*	.13*	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr., Pres.	Benjamin H. Carroll (e) Harry Donsky (ce) James F. Gressler (ce)	Louis J. Lynch, Jr. (sp)	Benjamin H. Carroll (gm) W. L. Fanning (bm) Stephen E. Lovas (cir. dir.) George B. Kullman (cm)	T. Eugene Duffy (ad) A. H. Francis (mga) Harold G. Hubbel, Jr. (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederick-son (ms)

*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times 64 per line.

YONKERS 152,798 152,798-ABC-CZ	Herald Statesman (e) (ABC) 36,669	.22*	.175	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	The Herald-Statesman, Inc. Valentine E. Macy, Jr. Pres.	Oxie Reichler (e) William E. Seely (ce)	William M. Libby (sp)	Frank S. Baker (gm) W. L. Fanning (bm) Stephen E. Lovas (cir. dir.) John M. Knudson (cm)	Kenneth B. Jones (ad) A. H. Francis (mga) B. P. Sprague (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederick-son (ms)

*Westchester Group rates: 1,000 lines or more in all 8 papers without Peekskill Star .49; eight papers plus Peekskill Star, Bronxville Review Press and Reporter and Mt. Kisco North Westchester Times .64 per line.

	Record (S) 11,100	.22	Flat	(D) (3¢, 5¢S) (none)	Terence A. Brady, Pub.	.....	.....	.....	T. A. Brady (ad)	.....
	Times (m) 7,151	.20	.13	(I) (J) (4¢, 18¢w) (none)	James A. Martinelli and Ralph Martinelli, Jr., Co-Pub	.....	.....	Robert H. Bowman (bm)	.....	Stanley Mikolajewski (ms)

NORTH CAROLINA

AHOSKIE 3,579	Roanoke-Chowan News (e ex Mon. and Sat.) 2,931	.06	Flat	(I) (AP) (J) (5¢, 5¢S, 20¢w, 80¢mo) (Moran & Hedekin, Inc.)	Daily News Co. (a partnership)	L. Blanchard (eep-ce) F. Roy Johnson (e-me)	Lucius Blanchard (ne) Mrs. Margaret Johnson (we)	F. Roy Johnson (gm-bm)	Lucius Blanchard (ad-mga-ram-cam)	Lucius Blanchard (pm-apm)
	Sunday edition (S) 2,931	.06	Flat							
ASHEVILLE 53,000 73,078-ABC-CZ	Citizen (m) 33,900	.....	.....	(I-D) (AP, UP) (5¢, 15¢S, 40¢w-d&S, $1.75 mo-d&S) (The Branham Co.)	Asheville Citizen-Times Publishing Co. Robert Bunnelle, Pub.	C. K. Robinson (eep-C&T) Don Shoemaker (eep-C) W. S. Adams (eep-T) Claude S. Ramsey (exec. ne) Geo. McCoy (me-C) Jas. M. Rogers (me-T) Robert F. Campbell (ce-C) Horace Posey (ce-T)	Warren H. Koon (sp-C) Al Geremonte (sp-T) Kay Gaines (we-C) Pat Bailey (we-T)	John R. Marks (cm) W. K. Dalton (com)	Roy Philips (ad) Herbert M. Schachte (cam)	.....
	Times (e) 23,506	.....	.....							
	Combined daily (me) 57,406	.22	Flat							
	Citizen-Times (S) 52,367	.22	Flat							
BURLINGTON 24,560 34,453-ABC-CZ	Times-News (e) (ABC) 15,103	.09	Flat	(I-P) (AP) (5¢, 30¢w, $1.30mo) (Ward-Griffith Co.)	Times-News Pub. Co. D. A. Rawley, Pres. R. B. Terry, Pub.	Staley A. Cook (eep-e-me) Howard White (ce)	C. W. Hunter (sp) Mrs. Peggy Goodman (we)	Staley A. Cook (gm) Rudy Fonville (bm) James Wagoner (cm)	Rudy Fonville (ad) Howell Foust (cam)	H. W. Puckett (ms)
CHARLOTTE 134,042 154,425-ABC-CZ	News (1) (e) (ABC) 69,014	.24	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (The Katz Agency, Inc.)	Charlotte News Pub. Co. Thomas L. Robinson, Pres.-Pub.	B. S. Griffith (exec.-e) C. E. McKnight (eep) Thomas G. Fesperman (me) Waldo Proffitt, Jr. (ce)	Robert G. Quincy (sp) Mrs. Marie Adams (we)	J. E. Dowd (gm) William W. Sirmon (cm)	Robert J. Alander (ad) Victor R. Goeller (ram) James Edward Cook (mga) H. A. Rouser (cam)	.....
	Observer (1) (m) (ABC) 136,302	.38	Flat	(I) (AP) (5¢, 15¢S, 40¢w-d&S, $1.75mo-d&S) (Sawyer-Ferguson-Walker Co.)	Knight Publishing Co. James L. Knight, Pres.-Pub.	E. B. Hunter (exec. e) Rupert Gillett and Hal Tribble (asso. ed) R. C. Page, Jr. (ce)	R. P. Bell (ne) H. M. Thompson (Su) Wilton Garrison (sp) Jane Rogers (we)	H. A. Allen (bm) J. G. Ward (cm)	O. A. Robinson (ad) B. J. Kelley (mga) George C. Graff (ram) W. W. Moores (cam)	F. Earl Crawford (apm) C. B. Capps (ms)
	Sunday edition (S) (ABC) 146,180	.39	Flat							
	Morning and Sunday (mS) (ABC) 282,482	.62	Flat							
CONCORD 16,486 21,288-ABC-CZ	Tribune (e ex Sat.) (ABC) 8,630	.07	Flat	(I-D) (AP) (5¢, 30¢w-d&S) (Burke, Kuipers & Mahoney, Inc.)	Concord Tribune, Inc. A. W. Huckle, Pres.	.....	H. Hickman (sp) Katherine Lentz (we)	E. Ray King (bm) Howard Long (cm)	E. Ray King (ad) W. Thos. Williams (mga-ram) Sally Magill (cam)	W. Thos. Williams (apm) Reuben Utley (ms)
	Sunday edition (S) (ABC) 8,685	.07	Flat							
DUNN 6,316	Record (e exSat.) 4,300	.06	Flat	(D) (UP) (5¢) (Thos. F. Clark Co., Inc.)	Record Pub. Co., Inc. Hoover Adams, Pres.-Pub.	Hoover Adams (eep-e-me) Mel Adams (ce)	Hoover Adams (ne) Henry Adams (sp)	Hoover Adams (gm-bm) Bobbie Whittenton (cm) Mel Adams (com)	Dougald Coxe (ad-cam) James Bahen (mga)	Hoover Adams (pm) Dougald Coxe (apm) Reuben Jones (ms)
DURHAM 71,311 79,354-ABC-CZ	Herald (m) (ABC) 30,233	.....	.....	(I-D) (AP, UP) (5¢, 15¢S, 35¢w-e, 40¢m&S, $1.30mo-e; $1.75mo-m&S) (The Katz Agency, Inc.)	The Durham Herald Co., Inc. Carl C. Council, Pres.	Steed Rollins (eep-e-H) John R. Barry (eep-e-S) Thomas MacCaughelty (ce-H) H. B. Webb (me-ce-S)	Jack Horner (sp-H) Hugo Germino (sp-S) L. E. Hodges (Su)	Carl C. Council (gm) D. J. Germino (bm) W. C. Carrington (cm)	Elwood C. Horne (ad-mga) A. F. Dailey (ram) C. C. Mulholland, Jr. (cam)	E. T. Rollins, Jr. (pm) J. R. Dowdy, Jr. (ms)
	Sun (e) (ABC) 22,396	.....	.....							
	Combined daily (me) (ABC) 52,629	.22	Flat							
	Herald (S) (ABC) 36,801	.18	Flat							
ELIZABETH CITY 12,685 12,685-ABC-CZ	Advance (e) (ABC) 7,239	.08	Flat	(D) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Advance, Inc. Dear Publications	Fred Haney (eep-e-ce)	Fred Haney (ne) Anne Williams (we)	Fred B. Pendleton (gm) C. Norman Benjamin (bm) David R. Dear (cm)	C. Norman Benjamin (mga) O. M. Montgomery (ram-cam)	Latham Umphlett (ms)

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in ADVERTISING
in NEWS CONTENT

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
FAYETTEVILLE 34,715 41,795-ABC-CZ	Observer (e) 23,123	.12	Flat	(I) (AP, INS) (5¢, 30¢ w) (Ward-Griffith Co., Inc.)	Fayetteville Pub. Co. Richard M. Lilly, Pres.-Pub.	Geo. G. Myrover (me) Robt. L. Gray (ce) Preston Sparrow (ce)	Preston Sparrow (ne) Jim Batten (sp) Aliene Moffitt (we)	Richard M. Lilly (gm) Richard M. Lilly (bm)	John Roberts, Jr. (ad-mga-ram) Elizabeth Cochran (cam)	John Roberts, Jr. (pm-apm) Alex Shaw (ms)
GASTONIA 23,069 50,919-ABC-CZ	Gaston Citizen (m ex Mon. & Sat.) 3,584	.07	Flat	(Shannon & Associates)	David E. Gillespie, Pres.	David E. Gillespie (e)		Manuel Segall (gm)	Bill Treadaway (mga) Miss Lou Warren (cam)	
	(S) 3,584	.07	Flat							
	Gazette (e) 19,147	.10	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Johnson, Kent, Gavin, & Sinding, Inc.)	Gazette Pub. Co., Inc. J. W. Atkins, Pres.-Pub.	Ben E. Atkins (e) Ed Mitchell (me) Lyle Edwards (ce)	Lyle Edwards (ne) Ken Alexander (sp) Zoe K. Brockman (we)	Ben E. Atkins (gm) Richard Upton (bm-cm)	Stewart Atkins (ad) Jo White (mga) Clyde W. Hill (ram) Loyd Rose, Jr. (cam)	Bob Alexander (apm) J. Dean Styers (ms)
GOLDSBORO 21,454 25,922-ABC-CZ	News-Argus (e) 10,170	.08	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Wayne Printing Company, Inc. Hal H. Tanner, Pres.-Pub.	Henry Belk (e-me) Bill Justice (ce)	Jack Lee (sp) Jean Powell (we)	Hal H. Tanner (gm) James Roe (cm)	Ray Edwards (ad) A. F. Carrere (ram) James Carter (cam)	
GREENSBORO 74,389 101,489-ABC-CZ	News (m) 80,002	.31	Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 30¢w-e, 40¢ w-m&S) (Jann & Kelley, Inc.)	Greensboro News Co. E. B. Jeffress, Pub.	H. W. Kendall (e-N) Colvin T. Leonard (e-R) R. F. Farley (me-N) Floyd F. Hendley (me-R) R. H. Shepherd (ce-N) R. T. Register (ce-R)	Miles H. Wolff (exec.e-N) James Reynolds (Su) Smith Barrier (sp-N) Earle Helen (sp-R) Anne Cantrell White (we)	C. O. Jeffress (gm) E. D. Nichols (cm)	George W. Lemons (ad) L. R. Sarra (mga) Chester A. Rose (ram) Leslie Ricketts (cam)	C. E. Gressle (apm) Harvey Yandle (ms)
	Record (e) 24,652	.15	Flat							
	Combined daily (me) 104,654	.34	.32							
	News (S) 88,830	.32	Flat							
	Evening and Sunday (eS) 113,482	.35	.33							
GREENVILLE 16,724 16,724-ABC-CZ	Reflector (e) 6,265	.07	Flat	(D) (AP) (5¢, 30¢w) (Thos. F. Clark Co., Inc.)	The Daily Reflector, Inc. D. J. Whichard, Jr., Pres.-Pub.	David J. Whichard (e)	Don C. Sehlienz (ne) James Ellis (sp) Mrs. M. D. Warren (we)	David J. Whichard (gm) John S. Whichard (bm) J. E. Keziah (cm)	Mike Brocato (cam) S. L. Bridgers (mga)	
HENDERSON 10,996	Dispatch (e) 4,927	.05	Flat	(D) (AP) (5¢, 25¢w, $1.00mo) (De Lisser, Inc.)	Henderson Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis (eep-e-me) William B. Dennis (ce)	W. B. Dennis (ne) J. W. Long (sp) Miss Tempe Bradley (we)	Henry A. Dennis and M. L. Finch (gm) M. L. Finch (bm) T. H. Smith (cm)	M. L. Finch (ad-mga)	S. N. Powell (ms)
HENDERSONVILLE 6,103	Times-News (e) 5,316	.05	Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	The Times-News Co., Inc. C. M. Ogle, Pres.	J. T. Fain (e) J. T. Fain, Jr. (me) Leo H. Wise (ce)	Bob Collins (sp) Mrs. C. R. McManaway (we)	C. M. Ogle (gm) L. L. Terry (cm)	L. L. Terry (ad-ram) Mrs. Henry Atkin (cam) C. M. Ogle (mga)	J. B. Creech (ms)
HICKORY 14,755 27,197-ABC-CZ	Record (e) 17,143	.10	Flat	(I-D) (AP) (5¢, 20¢w) (Theis & Simpson Co., Inc.)	Gifford Pub. Co. L. C. Gifford, Pub.	L. C. Gifford (eep-e) Floyd Powell (me) V. G. Shuford (ce)	Charles Bowles (sp) Mrs. Mabel M. Rowe (we)	L. C. Gifford (gm-bm) Harold Smith (cm)	L. C. Gifford (mga) Burch Allison (ram) Mrs. Ormond Collins (cam)	Lou Thornbrough (ms)
HIGH POINT 39,973 55,487-ABC-CZ	Enterprise (e) 21,225	.11	Flat	(I) (AP) (5¢, 10¢S, 35¢ w-d&S, $1.40mo) (The Ward-Griffith Co.)	High Point Enterprise, Inc. R. B. Terry, Pres. D. A. Rawley, Sec.-Treas.	Holt McPherson (e) Joe Brown (ce)	Bill Hackney (Su) Bill Hodges (sp) Madeline Hoover (we)	C. B. Loflin (cm)	C. W. Patterson, Jr. (ad) Jack Smith (mga) Frank Jones (cam)	Harvey Mathews (ms)
	Sunday edition (S) 21,252	.11	Flat							
JACKSONVILLE 3,960	Daily News (m ex Sun.) 5,832		Flat	(I) (AP, UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Daily News J. B. Robinson, Pres.-Pub.	Gibson Prather (e)	Danny Boone (we)	J. B. Robinson (gm-bm) Stan Schwartz (cm) Paul O. Latham (com)	Wm. K. Glasgow (ad) Robert Reese (cam)	J. R. Pennington (ms)
KANNAPOLIS 28,448 28,448-ABC-CZ	Independent (e ex Sat.) 10,329	.08	Flat	(I) (INS, UP) (5¢, 10¢ S, 30¢w-d&S, $1.30 mo) (Shannon & Associates, Inc.)	Kannapolis Pub. Co. James L. Moore, Pres.-Pub. H. W. Safret, Asso. Pub.	Paul Caldwell (eep) W. W. Workman (ce)	Bill Workman (exec.-ne) Frank Patterson (sp) Mrs. Betty Moore (we)	James L. Moore (gm) B. P. Reynolds (bm) W. W. Bonds (cm)	L. F. Gilliam (ad) Faye Swing (ram) Dorothy Fulford (cam)	B. T. Nobles & Charles Moore (ms)
	Sunday edition (S) 10,359	.08	Flat							
KINSTON 18,336 23,096-ABC-CZ	Free Press (e) 10,046	.08	Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Ralph R. Mulligan)	Kinston Free Press Co., Inc. H. Galt Braxton, Pres.-Pub.	H. Galt Braxton (eep-e) J. P. Strother (me) James Register (ce)	James P. Register (ne) Graham Jones (sp)	H. Galt Braxton (gm) A. M. Stroud (asst. gm) J. S. Weedman (em)	H. Galt Braxton (ad-mga) T. Frank Horton (ram-cam)	J. F. Ballard (ms)
LENOIR 7,888	News Topic (e) 5,352	.05	Flat	(I-D) (J) (5¢, 20¢w, 85¢mo) (none)	Lenoir N-T., Inc. L. A. Dysart, Pres.	Kearney C. Pearce (eep-e) Miss L. Odem (me)	L. Beverly Ballard (ce-sp) Miss Jessie Smith (we)	Kearney C. Pearce (gm-bm) Paul Sharpe (cm)	M. H. Shumway (ad-mga-ram)	Rush Cole (ms)
LEXINGTON 13,571 13,571-ABC-CZ	Dispatch (e) 6,622	.07	Flat	(D) (AP) (5¢, 30¢w) (none)	The Dispatch Pub. Co. C. V. Sink, Pres. Joe S. Sink, Pub.	E. E. Witherspoon (eep-e) Fred O. Sink (me) J. E. McCrary (ce)	Fred O. Sink (ne) "Scoop" McCary (sp) Mrs. Stokes Adderton (we)	Joe S. Sink (gm-bm) R. M. Cust (cm)	J. E. Wilkins (ad-mga) Mrs. F. O. Sink (cam)	H. L. Banks (ms)
LUMBERTON 9,186 11,834-ABC-CZ	Robesonian (e ex Sat.) 7,351	.06	Flat	(I-D) (AP) (5¢, 25¢w) (none)	The Robesonian, Inc. J. A. Sharpe, Jr., Pres.	J. A. Sharpe, Jr. (e) Penn Gray (ce)	Mrs. Theresa Thomas (ne) John Gause (sp) Mrs. Hazel MacNeil (we)	A. M. Sharpe (bm) J. D. Holland (cm)	A. E. Brannock, Jr. (ad) Julian McKenzie (ram)	A. M. Sharpe (pm) A. E. Brannock, Jr. (apm) G. L. Lynch (ms)
NEW BERN 15,812 18,276-ABC-CZ	Sun-Journal (e) 7,794	.07	Flat	(I) (AP) (5¢, 25¢w) (Ward-Griffith Co., Inc.)	Sun-Journal, Inc T. M. Diggs, Pres.-Pub.	T. M. Diggs (eep-e-me)	Andrew Grady (sp) Mrs. A. J. Flowers (we)	T. M. Diggs (gm) Philip Dixon (cm)	C. T. Midyette, Jr. (mga) C. T. Midyette, Jr. (ram) Gertrude Connolly (cam)	Gilbert Scales, Jr. (ms)
NEWTON 6,015	Catawba News-Enterprise 4,101	055	Flat	(I) (UP) (J) (5¢, 50¢ mo) (Inland Newspaper Representatives, Inc.)	The Daily Catawba News-Enterprise Publishing Co. Robert H. Morrison, Pres. Robert H. Morrison, Pub.	Charles J. Preslar, Jr. (eep) Charles J. Preslar, Jr. (e) John R. E. Booker (me) Clarence T. Fox, Jr. (ce)	Edna Mae Herman (ne) Clarence T. Fox, Jr. (sp) Frances Moose (we)	Robert H. Morrison (gm) Betty S. Morrison (bm) Carroll Misenheimer (cm) Betty S. Morrison (com)	Tim T. Craig (ad) Robert H. Morrison (mga) Leila Webster (ram) Doris Hurley (cam)	Robert Walker (rd-pm-apm) Marion McGinnis (ms)
RALEIGH 65,679 73,996-ABC-CZ	News & Observer (m) 119,747	.31	Flat	(D) (AP, UP) (5¢, 15¢ S, 40¢w-d&S, $1.70 mo) (The Branham Co.)	The News & Observer Pub. Co. Josephus Daniels, Jr., Pres.	Jonathan Daniels (eep-e) Sam Ragan (me) William Womble (ce)	Sam Ragan (ne) Dick Herbert (sp) Dorothy Cameron (we)	Frank A. Daniels (gm) Josephus Daniels, Jr. (bm) C. H. Herring (cm)	R. H. Carson (ad) Alfred B. Clem (cam) Wm. H. Duncan (mga)	R. H. Carson (apm) Noel G. Blackard (ms)
	Sunday edition (S) 129,607	.32	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
RALEIGH —Continued	Times (e) (ⓐⓒ) 15,179	.12		Flat (I) (UP) (5¢, 30¢w) (Shannon & Associates Inc.)	Times Pub. Co., Inc. John A. Park, Pres.-Pub.	Ben F. Park (eep-e-me)	Robert Mitchell (ne) Trow Ford (sp) Nancy Duckett (we)	John A. Park (gm) John A. Park, Jr. (bm) Albert P. Park (cm)	George R. Hooks (ad-mga-ram) Mrs. Mary Andrews (cam)	John A. Park, Jr. (pm-apm) A. P. Park (ms)
REIDSVILLE 11,708	Review (e ex Sat.) 5,078	.06		Flat (I-D) (UP) (5¢, 25¢w, $1.10mo) (DeLisser, Inc.)	The Review Co., Inc. W. M. Oliver, Pres.	C. R. Oliver (eep) Troy Williams (ce)	John A. Oliver (ne-sp) Marion Ward (we)	C. R. Oliver (gm-bm)	C. B. James (ad-ram) Marion Oliver (cam)	C. R. Oliver (pm) L. O. Maus (ms)
ROANOKE RAPIDS 8,156	Herald (e) 4,063 Sunday edition (S) 4,063	.055 .055		Flat (I) (AP) (J) (5¢, 10¢S, 30¢w, $1.30mo) Flat Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Milton I. Wick, Pres. Jas. L. Wick, Pub.	Don Hall (eep-e)	Richard Kern (sp) Carter Crott (we)	Don Hall (gm)	Kyle Cox (ad. mgr.) Ed Elmore (cam)	Don Hall (pm) Morris Lancaster (ms)
ROCKY MOUNT 27,697 30,193-ABC-CZ	Telegram (e) (ⓐⓒ) 13,631 Sunday edition (S) (ⓐⓒ) 13,648	.09 .09		Flat (I-D) (AP) (5¢, 15¢S, 35¢w) (Ward-Griffith Co., Inc.) Flat	Rocky Mount Pub. Co., Inc. J. L. Horne, Jr., Pres.-Pub.	Edward Fike (eep) V. F. Secriest (me) Josh L. Horn, Jr. (e) Tom Faison (ce)	Billy Johnson (Su) Vivian McMillan (we) Bob Williams (sp)	A. L. Brandon (gm-bm) Jack Stidfole (cm)	A. L. Brandon (ad) C. V. Smith (mga) Theresa Braswell (cam)	J. M. Davis (ms)
SALISBURY 20,102 30,258-ABC-CZ	Post (e) (ⓐⓒ) 16,876 Sunday edition (S) (ⓐⓒ) 17,070	.10 .10		Flat (I) (AP, INS, UP) (5¢, 10¢S, 35¢w-d&S) Flat (Ward-Griffith Co., Inc.)	Post Pub. Co. Stahle Linn, Pres. J. F. Hurley, Pub.	Spencer Murphy (eep-e) George Raynor (me) H. F. Lucas (ce)	Horace Billings (sp) Mrs. Mary L. Collins (we)	J. F. Hurley (gm-bm) John Rink (cm)	P. G. Laughridge (ad-mga-ram) Titus Leonard (cam)	P. G. Laughridge (pm-apm) F. H. McRae (ms)
SANFORD 10,013 10,013-ABC-CZ	Herald (e) (ⓐⓒ) 5,022	.06		Flat (I) (UP) (5¢, 30¢w, $1.30mo) (none)	Herald Pub. Co. W. E. Horner, Pub.	Robert Mason (eep-e) E. H. Jennes (me)	Pete Chaney (sp) Edna Byerly (we)	W. E. Horner (gm-bm) Frank Walls (cm)	J. R. McIver (ad) Norman Branch (mga)	
SHELBY 15,508 17,668-ABC-CZ	Star (e) (ⓐⓒ) 10,199	.08		Flat (I-D) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Star Pub. Co. Lee B. Weathers, Pres.-Pub.	Lee B. Weathers (e) William L. Green (me) John Cannon (ce)	Chas. L. Keel, Jr. (ne) Jack Kiser (sp) Mrs. Renn Drum (we)	Henry L. Weathers (bm) Ned N. Smith (cm)	L. E. Dail (ad) Joe Kendrick (cam)	C. H. Hardin (ms)
STATESVILLE 16,901 16,901-ABC-CZ	Record (e) (ⓐⓒ) 8,959	.08		Flat (I-D) (UP) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Statesville Daily Record, Inc. J. P. Huskins, Pres.	J. P. Huskins (e) Jim Taylor (me)	Forrest Stewart (ne) Bob Plyler (sp)	J. P. Huskins (gm) Mrs. Pauline Middlesworth (bm) Carl Felts (cm)	John Kiser (mga) Mrs. Virginia Moose (cam)	Melvin Yarnall (ms)
TARBORO 8,120	Southerner (e) 2,987	.043		Flat (D) (AP) (INS) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	Tarboro Ptg. Co., Inc. H. C. Bourne, Pres.	B. M. Bass (e-eep-ce) V. H. Creech (me)	B. M. Bass (ne) Mrs. Della Bronson (we)	V. H. Creech (gm-bm) J. R. Creech (em)	V. H. Creech (ad-mga-ram-cam)	V. H. Creech (pm-apm) J. R. Creech (ms)
WASHINGTON 9,698 10,119-ABC-CZ	News (e) (ⓐⓒ) 4,390	.05		Flat (D) (AP) (5¢, 25¢w, $1.08mo) (Thos F. Clark Co., Inc.)	Washington News Pub. Co. H. D. Brauff, Pres. Ashley B. Futrell, Pub.	Ashley B. Futrell (eep-e-me) Thomas E. Spencer (ce)	Thomas E. Spencer (ne) John Morgan (sp) Mrs. Mary Belle Toler (we)	Ashley B. Futrell (gm) Mrs Mildred Paul (bm) Mrs. Maude Leggett (cm)	Robert Keys (ad-mga-ram) Miss Nelda Woolard (cam)	Ashley B. Futrell (pm) Robt. Keys (apm) William Daniels (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

1955

THE SALISBURY POST POINTS WITH PRIDE TO 50 GOLDEN YEARS OF PUBLIC SERVICE

Only a newspaper grows up like a newspaper. It is at once a tangible and intangible. It is presses and paper and ink and people . . . but it is even more . . . and the "even more" is the intangible.

When it is 50 years old, as is the Salisbury Post, it is all of the character, all of the spirit of all of the directive brains which gave it birth and nourished it through the years.

It is the invisible, composite film upon which is registered for eternity all of the good and all of the bad of all of the area which it serves.

Not with ambitious intent, but by day by day devotion to duty, the Salisbury Post has become a great newspaper . . . as great in its sphere as the giants of New York and Chicago and San Francisco.

Throughout the years, it has tempered its editorial policy with reason, its news with fairness to all, its advertising with energy and honesty.

From its tiny inception through its struggling years, the Salisbury Post has held fast to the ideal that only through everlasting devotion to public service does it justify its perpetuation.

Yes . . . we are proud . . . mighty proud of our 50 years.

THE SALISBURY POST
Salisbury, North Carolina

J. F. Hurley
Publisher

P. G. Laughridge
Adv. Director

WARD-GRIFFITH COMPANY, *Representatives*

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WILMINGTON 45,043 60,799-ABC-CZ	Star (m) ABC 17,744 News (e ex Sat.) ABC 11,930 Combined daily (me) ABC 29,674 Star-News (S) ABC 26,706	.... .15 .15	.... Flat Flat	(I-D) (AP,UP) (5¢, 10¢ S, 60¢w-m&S) (The Branham Co.)	Star-News Newspapers R. B. Page, Pub. R. B. Page, Jr., Co-Pub.	Al Dickson (e-S) John Sikes (me-S) Jim B. Wilson (me-N)	Frank Barndollar (sp)	Rye B. Page, Sr. (gm) R. W. Reetz (cm) John O. Fullerton (com)	Clark Auggins (mga) J. L. Allegood (ram) Walter E. Wood (cam)	George Hutchinson (ms)
WILSON 23,010 23,010-ABC-CZ	Times (e) ABC 9,230	.08	Flat	(I-D) (AP) (5¢, 30¢S, $1.20mo) (Thos. F. Clark Co., Inc.)	The Wilson Press Herbert D. Brauff, Pres.-Pub.	H. D. Brauff (eep) Vernon Morton (ce)	Bernard West (sp) Elizabeth Peele (we)	Mrs. Elizabeth G. Swindell (bm) Mrs. Lee Sugg Vick (cm)	Paul Liles (ad)	Heywood Ferrell (ms)
WINSTON-SALEM 87,811 121,578-ABC-CZ	Journal (1) (m) ABC 52,896 Twin City Sentinel (e) ABC 34,377 Combined daily (me) ABC 87,273 Journal-Sentinel (S) ABC 66,129 Evening and Sunday (eS) ABC 119,025 Morning and Sunday (mS) ABC 100,506	.... .25 ..... .19 ..... .25 ..... .25	.... Flat Flat Flat Flat	(I) (AP, UP) (5¢, 15¢ S, 65¢w-d&S, $2.82mo-d&S) (Kelly-Smith Co.)	Piedmont Pub. Co. Gordon Gray, Pres. W. K. Hoyt, Pub.	Reed Sarratt (edit. dir.) Wallace Carroll (exec. ne) Worth Bacon (me-J) Nady Cates (me-S) Francis Clingman (ce-J) Sherman Shore (ce-S)	Pat Kelly (Su) Tom Wicker (sp-J) Carlton Byrd (sp-S) Eliz. Trotman (we-JS) Annie Lee Singletary (we-S)	W. K. Hoyt (gm) D. J. Chipman (bm) Chas. F. Moester (cm)	Rex Freeman (ad) George Spease (mga) Chester Bovender (ram) R. H. Marshall (cam)	Charles Noel (apm) C. L. Ray (ms)

NORTH DAKOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BISMARCK-MANDAN 18,640 Bismarck 7,298 Mandan 25,938-ABC-CZ	Bismarck Tribune (e) ABC 12,608	.....	.....	(I) (AP) (J) (6¢, 35¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	The Bismarck Tribune Co. Stella I. Mann, Pres.-Pub.	John O. Hjelle (e) William V. Misslin (ce)	John Lowe (sp) Mary Jane Low (we)	Wm. S. Moeller (gm) A. Glenn Serlie (bm) Kurt H. Peters (cm)	Harry Bernstein (mga) Edna Zimmerman (cam)	James Blok, Jr. (ms)
	(Mandan) Pioneer (e) ABC 4,507 Combined edition (e) ABC 17,115	.... .12	.... Flat	(I-R) (AP) (5¢, 25¢w, $1 mo) (Johnson, Kent Gavin & Sinding and Northwest Daily Press Association)	Pioneer Pub. Co. W. C. Tostevin, Pres.-Pub. E. D. Tostevin, Co-Pub.	C. F. Pierce (eep-e-me-ce)	Pat Phillips (sp) Gloria Feickert (we)	W. C. Tostevin (gm) Agnes Tostevin (bm) E. D. Tostevin (cm)	W. C. Tostevin (ad-mga) John Hermanson (ram)	Lew Wedge (ms)
				NOTE: Tribune & Pioneer sold only as a unit.						
DEVILS LAKE 6,427	Journal (e ex Sat.)	3,841	.05	Flat (I) (AP) (J) (5¢d, 25¢ w) (Northwest Daily Press Association)	Journal Pub. Co. M. R. Graham, Pub.	R. L. Dushinske (e)	R. L. Dushinske (sp)		M. R. Graham (ad) Robt. Brissett (ram) Eleanor Stephens (cam)	
DICKINSON 7,469	Press (m ex Mon.) ABC 5,184	.065	Flat	(I) (AP) (5¢, 25¢w, $1 mo) (Northwest Daily Press Association	Dickinson Pub. Co. W. K. Johnson, Pres. P. J. Baseflug, Pub.	D. Grand Pre (eep) Ad. Nordmarken (e-ce) P. J. Baseflug (me)			P. J. Baseflug (ad) Emil Trzynke (mga-cam)	O. H. Anderson (ms)
FARGO 38,256 53,126-ABC-CZ	Forum (m ex Mon.) ABC 27,647 Forum (e) ABC 22,800 Combined daily (me) ABC 50,447 Sunday edition (S) ABC 50,845 Evening and Sunday (eS) ABC 73,645	.... .25 ..... .25 ..... .33	.... Flat Flat Flat Flat	(I-R) (AP)(UP) (5¢d, 10¢S, 40¢w-eS, 35¢ w-m&S) (Kelly-Smith Co. and Northwest Daily Press Association)	Forum Pub. Co. Norman D. Black, Jr., Pres.-Pub.	H. D. Paulson (e) John D. Paulson (me) Ross Phipps (ne)	Wallace Lindell (ce) E. Fitzgerald (sp) Ruth Fairbanks (we)	Norman D. Black, Jr. (gm-bm) Donald Bowker (cm)	James A. Black (ad) Mrs. Mabel Pierce (mga) Mary Kummet (cam)	A. W. Oliver (ms)
GRAND FORKS 26,836 31,885-ABC-CZ	Herald (m ex Mon.) ABC 23,522 Evening edition (e) ABC 11,121 Combined daily (me) ABC 36,643 Sunday edition (S) ABC 32,402 Evening and Sunday (eS) ABC 43,523	.... .18 ..... .18 ..... .24	.... Flat Flat Flat Flat	(I) (AP) (5¢, 10¢S, 45¢ w-e&S or m&S, 65¢ w-meS) (Ridder-Johns, Inc. and Northwest Daily Press Association)	Grand Forks Herald, Inc. M. M. Oppegard, Pres.-Pub.	M. M. Oppegard (eep-e) E. C. Eyler (day-me) F. J. O'Neil (nt-me) Lloyd C. Tinnes (ce)	E. C. Eyler (ne-day) F. J. O'Neil (ne-nt) C. D. Locklin (sp) Mrs. Edith Thompson (we)	M. M. Oppegard (gm) Byron Thomson (cm)	Henry Dibbern (ad-mga)	Harold M. Ward (ms)
JAMESTOWN 10,697	Sun (e)	5,276	.06	Flat (I) (AP) (5¢, 30¢w, (Arthur Hagg & Associates and Northwest Daily Press Association)	Hansen Brothers, Inc. Gordon H. Hansen, Pres. B. G. Hansen, Pub.	Wm. Wright (eep)	Marianne O'Neil (ne) Robt. Raymer (sp) Ina Cook (we)	B. G. Hansen (gm) R. C. Arness (cm)	G. H. Hansen (ad) Allen McCreedy (ram)	Myron Hart (ms)
MANDAN	See Bismarck-Mandan.									
MINOT 22,032 22,032-ABC-CZ	News (e) ABC 21,239	.14	Flat	(I) (AP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	Minot Daily News Raymond C. Dobson, Pres. & Co. Pub. Hal S. Davies, Pub.	Hal S. Davies (eep-e) Jack Bone (ce)	Bernard Peterson (ne) James Sullivan (sp) Blanche Lynch (we)		Charles Thompson (mga) Thomas Miller (ram)	
VALLEY CITY 6,851	Times-Record (e)	3,941	.05	Flat (I) (AP) (J) (5¢, 30¢w, $1.20mo) (Northwest Daily Press Association)	The Valley City Times-Record, Inc. Owen Scott, Pres. Seth R. Carlson, Pub.	Stanley Cann (e-ce)	Stanley Cann (sp) Shirley Kringlie (we)	Seth Carlson (gm)	Brownell Cole (ad)	Seth Carlson (pm)
WILLISTON 7,378	Herald (e ex Sat.)	7,850	.07	Flat (I) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Herald Pub. Co. Harry E. Polk, Pres.-Pub.	George Kraus (ce)	Phil Thoeny (ne) Mrs. Harry E. Polk (we)	W. J. Hagen (bm) Dave Templin (cm)	Chas. Stiles (ad)	Phil Poitra (ms)

OHIO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AKRON 380,432 380,432-ABC-CZ	Beacon-Journal (9) (e) ABC 152,381 Sunday edition (S) ABC 159,201	.35 .35	Flat Flat	(I-R) (AP, UP, INS, CDN) (*S) (5¢, 15¢ S, 45¢w-d&S) (Story, Brooks & Finley, Inc.)	Beacon-Journal Pub. Co. John S. Knight, Pres.-Pub.	R. H. Stopher & J. S. Jackson (eep) Ben Maidenburg (exec. e) Murray Powers (me) Ben D. James (ce)	Ed Schoenleb (ne) W. J. Murty (Su) J. W. Schlemmer (sp) Betty Jaycox (we)	K. L. Milburn (bm)	A. F. Falk (mga) Roger A. Burrell (ram) Robt. M. Wheeler (cam)	Ralph Iula (pm) J. H. Curry (ms)
ALLIANCE 26,101 33,381-ABC-CZ	Review (e) ABC 14,728	.09*	Flat	(R) (AP) (J) (5¢, 30¢w) (John W. Cullen Co.)	Review Pub. Co. Alice C. Hoiles, Pres. Paul C. Siddall, Pub.	Clarence Steffy (eep-me) Wm. McCarty (ce)	Mrs. Althea Yarnell (we)	Henry Untch (cm)	C. E. DeGraw (mga) James I. Woods (ram) Bruce Thompson (cam)	Tromaine S. Hoffman (ms)

*$3.755 in combination with Ohio Select List.

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ASHLAND 14,287 15,196-ABC-CZ	Times-Gazette (e) (BC) 7,857	.06*		Flat (I) (INS) (7¢d, 35¢w, $1.25mo) (John W. Cullen Co.)	Ashland Ptg. Co. R. M. Beer, Pres. Fred Koehl, V.Pres.	Don E. Beattie (eep-e) Richard O'Hara (ce)	Robert Dixon (sp) Sonia Welsh (we)	Dwight Richey (cm)	Stuart Fluke (ad) Scott Penrod (cam)	M G. Bachmann (ms)
*$3.755 in combination with Ohio Select List.										
ASHTABULA 23,696 27,501-ABC-CZ	Star-Beacon (e) (BC) 16,547	.11*		Flat (R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Ashtabula Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	Ross Smith (e) C. C. Plain (ce)	H. Rogers (sp) Miss Barbara Nieminen (we)	E. C. Hankins (bm) Neil Payne (cm)	E. C. Hankins (mga) Zane Fox (ram) Richard Kostic (cam) L. E. Gerrety (ad)	L. E. Gerrety (apm) H. Healy (ms)
*$3.755 in combination with Ohio Select List and .26 in combination with Rowley Northeast Ohio Group.										
ATHENS 11,660 18,081-ABC-CZ	Messenger (e ex Sat.) (BC) 17,436 Sunday edition (S) (BC) 19,194	.09* .09*		Flat (I-R) (AP) (7¢, 7¢S, 35¢w-d&S) (John W.Cullen Co.) Flat	Messenger Pub. Co. Mrs. G. H. Bush, Pres. Gordon K. Bush, Pub.	John V. Webb (eep-e-me) Charles Reamer (ce)	Jack Gilbert (sp) Gwynne Roach (we)	Gordon K. Bush (gm-bm) Fred W. Weber (cm)	P. O. Nichols (ad-mga-ram) Carl Sylvester (cam)	
*$3.755 in combination with Ohio Select List.										
BELLAIRE	See Martin's Ferry.									
BELLEFONTAINE 10,232 10,232-ABC-CZ	Examiner (e) (BC) 9,046	.055*		Flat (I) (INS) (5¢, 30¢w) (John W. Cullen Co.)	H. K. Hubbard & Co. T. E. Hubbard, Pub. Mrs. B. W. Schotters & Mrs. Kin Hubbard, Co-Pubs.	T. E. Hubbard (e) Dalton Young (me)		Hamilton McPeck (gm)	Hamilton McPeck (ad-mga) Lawrence Moots (ram)	
*$3.755 in combination with Ohio Select List.										
BELLEVUE 6,906	Gazette (e) 3,350	.045*		Flat (I) (UP) (J) (5¢, 27¢w $1.08mo) (John W. Cullen Co.)	Gazette Pub. Co. A. M. Callaghan, Pres. P. M. Callaghan, Pub.	Harold Detlefsen (e-ce) Paul M. Callaghan (me)	Patricia Shannon (we)	P. M. Callaghan (bm-cm)	Fred J. Edwards (ad-mga-ram)	Henry Wynne (ms)
*3.755 in combination with Ohio Select List.										
BOWLING GREEN 12,005 12,005-ABC-CZ	Sentinel-Tribune (e) (BC) 7,436	.055*		Flat (R) (INS) (5¢, 30¢w) (John W. Cullen Co.)	Sentinel Co. C. M. Haswell, Pres.	Paul W. Jones (e)	Minniebelle Conley (we)	C. M. Haswell (gm) Fermont Fluhart (cm)	Robert Reider (ad-ram) G. Katzenmeyer (mga) Myra McDonald (cam)	Robert Reider (pm) Bernard Pearce (apm) Melvin Minnich (ms)
*$3.755 in combination with Ohio Select List.										
BRYAN 6,365	Times (e) 3,983	.05		Flat (I-P) (INS) (5¢, 25¢w) (Allen-Klapp Co.)	Bryan Times Publishing Co. Cass Cullis, Pres.	Cass Cullis (me) Herbert Lewis (ce)	Herbert Lewis (ne) Marvin Toben (sp) Edna Goller (we)	Ford Cullis (gm-bm-cm)	Ford Cullis (ad-mga-ram-cam)	Ford Cullis (pm-apm) Warren Struble (ms)
BUCYRUS 10,327 10,327-ABC-CZ	Telegraph-Forum (e) (BC) 6,943	.055*		Flat (I-R) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Freedom Nspprs. Inc. R. C. Hoiles, Pres. Adams Boryczka Pub.	A. J. Boryczka (eep-e) Donald Wynn (me-ce)	Mike Drew (sp) Dorothy Stover (we)	Adam Boryczka (gm-bm) Ben Anslow (cm)	Franklin D. Armstrong (ad-ram-cam) C. S. Boryczka (mga)	F. D. Armstrong (apm) H. C. Wolfe (ms)
*$3.755 in combination with Ohio Select List.										

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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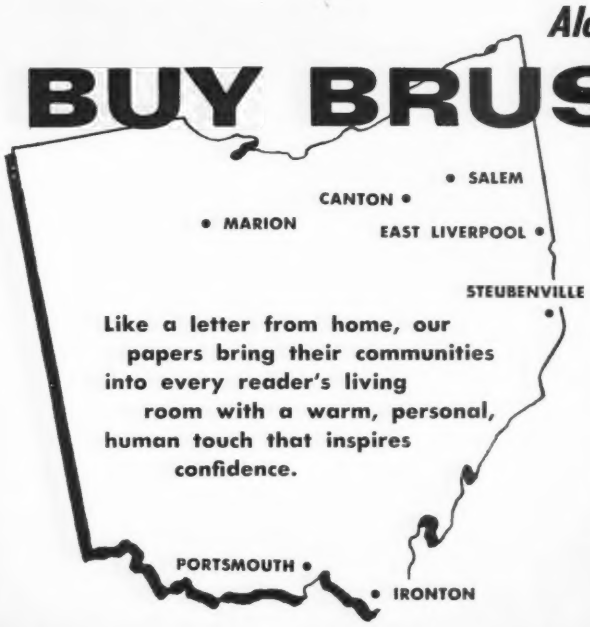

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*ABC Publisher's Statement 9/30/'54

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CAMBRIDGE 14,739 19,355-ABC-CZ	Jeffersonian (e) 13,825	.09*		Flat (I) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Jeffersonian Co. T. S. Moorehead, Pres.	Robert W. Amos (e)	Ray Stull (sp) Nola Goodpaster (we)	T. S. Moorehead (gm) John Peters (bm) Robt. S. Moorehead (cm)	T. S. Moorehead (mga) Victor Larrick (ram) W. A. Smith (cam)	Robt. S. Moorehead (pm) Frank Perone (ms)
	*$3.755 in combination with Ohio Select List.									
CANTON 116,912 160,797-ABC-CZ	Repository (2) (e) 66,021 Sunday edition (S) 70,645	.22 .22		Flat (R) (AP, UP, INS, NANA) (5¢, 12¢S, 42¢w-d&S) (Story, Brooks & Finley, Inc.) Flat	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Darrel Mansell (eep) Clayton G. Horn (eme) Lester H. McCrea (ce)	Charles G. Volzer (ne) T. Wilkins Weber (Su)	G. Gordon Strong (gm) Chester J. Linham (bm) Harold Wise (cm)	Dean W. Farmer (mga) Thomas H. Fleming (ram) William J. Babb (cam)	Arthur J. Keeney (pm)
CELINA 5,703	Standard (e) 6,575	.055*		Flat (I-D) (UP) (ROP-2) (5¢, 25¢w) (John W. Cullin Co.)	Standard Ptg. Co. Parker R. Snyder, Pres.-Pub.	Tom Percy (eep-eme) Roy Garvin (ce)	Roy Garvin (ne) Jim Arnold (sp) Barbara Cox (we)	Parker R. Snyder (gm) Voneta Quinter (bm) Mary Winklejohn (cm)	J. F. Hagen (ad-mga)	Rolla Yaney (ms) F. Hagen (pm)
	*$3.755 in combination with Ohio Select List.									
CHILLICOTHE 20,133 29,012-ABC-CZ	Gazette (e) 15,769	.10*		Flat (I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Chillicothe Newspapers, Inc. Merritt C. Speidel, Pres. W. E. Beeler, Pub.	H. C. Oyer (eep-me) Gilbert Chandler (ce)	Alvin C. Zurcher (sp) Martha Lee Angert (we)	N. L. Kellenberger (gm) Z. S. McKee (cm)	Robt. E. Schaefer (ad) Owen Meredith (mga) John Hixon (ram) Chas. Knoles (cam)	G. C. Chapman
	*$3.755 in combination with Ohio Select List.									
CINCINNATI 503,998 883,576-ABC-CZ	Enquirer (1) (m) 200,412 Sunday edition (S) 282,550	.43 .59	.34 .48	(I-R) (AP, INS, NYT, UP) (*S) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Cincinnati Enquirer, Inc. Roger H. Ferger, Pres.-Pub. Eugene S. Duffield Asst. Pub.	Roger H. Ferger (e) Everett M. Boyd (exec. e) Kenneth Doris (me) John F. Cronin (ce)	Roger Dudley (ne) Lou Smith (sp) Jane Finneran (we)	Andrew F. Wiley (bm) Chas. W. Staab (cm)	Stanley A. Ferger (ad) Robt. G. Hipple (mga) H. McOsker (cam) Chas. F. Jones (asst. ad)	E. J. Dollriehs (circ.pm) Joel L. Irwin (apm) H. D. Rindsberg (ms)
	Post (2) (e) 167,260	.37		Flat (I) (SHNA, TP, UP) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps Pub. Co. Roy W. Howard, Pres.	Geo. Bidinger (eep) Dick Thornburg (e) Robt. A. Linn (me) Robt. L. Debo (ce)	Woody Sudhoff (ne) Pat Harmon (sp) Lola Wiley (we)	Fred W. Giesel (bm) Shiel Dunsker (cm)	William C. Savage (ad) Robt. K. Chandler (mga) R. Stanley Collins (ram) L. H. Keller (cam)	Stanley Dahlman (pm) Wesley A. Tschan (apm) W. J. Schoultheis (ms)
	Times-Star (1) (e) 159,513	.38		Flat (R) (AP, INS, NANA) (J) (5¢) O'Mara & Ormsbee, Inc.	Cincinnati Publishing Co. David Sinton Ingalls, (Pres. Pub.) Hulbert Taft Chrmn. of the board Lloyd Taft (ex. Vice Pres.) James Rosemond (Asst. to the Pub.)	Joseph Sagmaster (ex. e) Robert Copelan (me) Jerry Hurter (ce)	Nixson Denton (sp) Mary Matthews (we)	Louis Mohs (cir. dir.) Arthur Grossheim (cm) Robt. Thurston (com)	Karl T. Finn (ad) Philip R. Cottrell (mga) George Dhonau (ram) Harry Bowman (cam)	Ralph Hadley (ms) Wm. Kreeger (apm)
CIRCLEVILLE 8,723	Herald (e) 4,613	.05*		Flat (I) (AP) (7¢, 35¢w) (John W. Cullen Co.)	Circleville Pub. Co. W. J. Galvin, Pres. T. E. Wilson, Pub.	T. E. Wilson (eep-e)	R. D. Grubb (ce) Mrs. Grace Schelb (we)	T. E. Wilson (gm-bm) M. Shea (cm)	T. E. Wilson (ad-mga) T. W. Purcell (ram) A. Shea (cam)	T. E. Wilson (pm-apm) M. A. Neff (ms)
	$3.755 in combination with Ohio Select List.									
CLEVELAND 914,808 1,190,058-ABC-CZ	News (14) (e) 138,887	.40		Flat (R) (AP, INS, NANA) (ROP-3) (7¢, 42¢w) (Kelly-Smith Co.)	Forest City Pub. Co. Sterling E. Graham, Pres.	Jack E. Kennon (eep) John B. Mullaney (me) N. R. Howard (e) John W. Reese, Jr. (ce)	Allen J. Cowie (ne) Regis McAuley (sp) Eve Keleher (we)	Leo P. Doyle (bm) John A. Maynard (cm)	S. A. Galloway (ad-ram) Arnold J. Crane (mga) Ben Atkinson (cam)	Barney Goldstein (pm) Charles Buttermore (ms) Leon A. Link (pm)
	Plain Dealer (14) (m) 299,297 Sunday edition (S) 513,207	.60 .80		Flat (I-D) (AP, UP, INS, RN) (*S) (7¢, 20¢S, 62¢w-d&S) (Cresmer & Woodward, Inc. and the Kennedy Co. (Resort)	Forest City Pub. Co. Sterling E. Graham, Pres.	Wright Bryan (e) Stanley P. Barnett (me) Jas. W. Collins (ce)	Russell H. Reeves (ne) Philip W. Porter (Su) Gordon Cobbledick (sp) Louise Davis (we)	John F. Brennan (cm) J. A. Van Buren (bm)	B. A. Collins (mga) F. Wm. Dugan (ram) George P. Bailey (cam)	Carl P. Himmelman (apm) Charles Buttermore (ms)
	Press (14) (e) 314,247	.70		Flat (I) (UP, CDN, DJ, SHNA) (7¢, 42¢w) (Scripps-Howard Newspapers Gen. Adv. Dept.)	E. W. Scripps Co. Jack R. Howard, Pres.	Richard Peters (eep) Louis B. Seltzer (e) Norman Shaw (asso. ed.) Harding Christ (me) Louis Clifford (ce)	Dean Wilder (ne) Franklin Lewis (sp) Betty Feezel (we)	Geroge E. Carter (bm) C. D. O'Rourke (cir-dir) Ernest Walker (cm)	Grant C. Stone (ad) Arthur W. Ardizone (ram) Winston Cowie (cam) A. L. Royer (mga)	Mike Lapine (edit. pm) L. P. McNeil (circ. pm) James Barr (ret'l pm) R. L. Simmons (nat'l. apm) George Fuller (stereo ms) Paul Brannon (press ms)
COLUMBUS 375,901 406,321-ABC-CZ	Citizen (15) (e) 91,273 Sunday edition (S) 104,943	.30 .30		Flat (I) (UP, SHNA) (5¢, 15¢S, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.) Flat	E. W. Scripps Mark Ferree-Pres.	Don E. Weaver (eep-e) Jack Keller (me) Don Easter (ce)	Jack Keller (ne-Su) Lew Byrer (sp) Charlotte Curtis (we)	S. J. Dilenschneider (bm) Dar M. Sims (cm)	Gerald D. Burden (mga) Jerry Woodard (ram) Arthur Mochel (cam)	Horace Ramsay (pm-apm) E. Gaus (ms)
	Dispatch (16) (e) 165,879 Sunday Edition (S) 230,366	.44 .52		Flat (I) (AP, INS) (5¢, 15¢S, 45¢w, $1.80mo) (O'Mara & Ormsbee, Inc.) Flat	Dispatch Ptg. Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	Laurence Connor (eep) George A. Smallsreed, Sr. (e) W. Dayle Frazier (me) Frederick H. Posey (ce)	Clyde C. Long (ne) Norman Dohn (Su) Brad Willson (sp) Colleen Kocher (we)	A. E. Campbell (gm) Frank D. Lunsford (bm) Howard Hauck (cm)	Lewis B. Hill (ad) Ralph B. Hemming (mga) Guy N. Bullock (ram) Clyde Roberts (cam)	Stoddard Raper (pm) I. T. McQueeney (ms)
	Ohio State Journal (16) (m) 77,057	.30		Flat (R) (AP, CT, NYN) (7¢ 36¢w) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	State Journal Div., Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	J. A. Meckstroth (e) Harold W. Carlisle (exec.ed) Charles M. Cummings (me) Daniel Flavin (ce)	John McConaughy (ne) Earl Flora (sp) Sarah L. Mills (we)	Robert W. Irwin (bm) George E. Lucas (cm)	William C. Gilchrist (ad) Harley W. Magee (ram) H. M. Hartshorn (cam)	Sid R. Phillips (pm)
	Star (16) (Sat.) 75,691	.22	.19	(I) (AP) (CT-NYN) (10¢) C. Klopp, Inc.	Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	John Bohannan (e) Joe R. Mills (me)	John F. Phillips (sp) Pauline Smith (we)	E. T. Spetnagel (bm) Howard Lamprecht (cm)	Fay V. Sands (ad-mgr)	Sid R. Phillips (pm)
CONNEAUT 10,230	News-Herald (e) 4,960	.05*		Flat (R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Conneaut Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	J. R. Mohan (me)		E. C. Hankins (bm)	G. G. Shultis (ram)	

*$3.755 in combination with Ohio Select List and .26 in combination with Rowley Northeast Ohio Group; $3.345 in combination with Ohio Select List.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
COSHOCTON 11,675 14,129-ABC-CZ	Tribune (e) (E) 10,155 Sunday edition (S) (E) 10,305	.07* .07*	Flat	(I) (UP) (6¢, 10¢(S) 40¢w) (John W. Cullen Co.)	Tribune Co. R. B. Wallace, Pres.-Pub.	R. B. Wallace (eep-e) Wm. C. Wallace (me) Lester Boyd (ce)	Lester Boyd (ne) R. B. Wallace (Su) Bob McCarty (sp) Helen Fallon (we)	R. B. Wallace (gm) Bruce Wallace (bm) Sam Gosser (cm)	C. S. Siegrist (ad-mga-ram) Mrs. Nellie Cox (cam)	Wilson Strasser (ms)
*$3.755 in combination with Ohio Select List.										
DAYTON 243,872 321,597-ABC-CZ	Journal-Herald (2) (m) (E) 88,500	.....	.....	(I-R) (AP, CDN, CT-NYN, NYHT, UP) (ROP-2) (5¢, 10¢Sat. 35¢w) (Sawyer-Ferguson-Walker Co.)	The Journal Herald Pub. Co. James M. Cox, Jr., Pres. Dwight Young, Pub.	James F. Carroll (eep) Dwight Young (e) John S. Moore, Jr. (me) R. Marshall Stross (ce)	Eugene Moore (ne) Ritter Collett (sp) Mrs. Marj. Heyduck (we)	J. J. Morrissey (bm) Frank Truxel (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Clarence Knepper (ms)
	News (1) (e) (E) 142,442 Combined daily (me) 230,942 News (S) 168,128	..... .58 .50	..... Flat Flat	(I-D) (AP, UP, NANA, NYT) (ROP-3) (5¢ 15¢S, 45¢w) (Sawyer-Ferguson-Walker Co.)	The Evening News Pub. Co. James M. Cox, Jr., Pres. Hon. James M. Cox, Pub.	Walter Locke (eep-e) James E. Fain (exec. e) Herbert Koehl (me) Carl Roberts (ce)	Max Kohnop (Su) Si Burick (sp) Eliz. Lyman (we) F. Robins (ne)	R. A. Wolfe (gm-bm) John Shank (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Chas. Earnhart (pm-apm) Harry Miller (ms)
DEFIANCE 11,265	Crescent-News (e) 7,587	.06*	Flat	(I) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Crescent Ptg. Co. Gordon C. Dix, Pub. G. C. Dix, Pres.	Homer J. Schutt (eep-e) G. C. Dix (me)	H. J. Schutt (ne) Leslie Tompkins, Jr. (sp) Willo May Baringer (we)	G.C. Dix (bm) James Duerk (cm)	Al. Geitgey (ad) L. Andrews (cam)	A. Hazelswart (ms)
*$3,755 in combination with Ohio Select List and .24 in combination with Rowley Northeast Ohio Group.										
DELAWARE 11,804 11,804-ABC-CZ	Gazette (e) 5,535	.05*	Flat	(I) (UP) (J) (5¢, 30¢w) (John W.Cullen Co.)	The Delaware Gazette Co. W. D. Thomson, Pres. Pub.	H. C. Reed (eep-me) W. D. Thomson (e)	H. C. Reed (ne) K. C. Virtue (sp) Elsie Leady (we)	H. C.Thomson,(gm-bm) Nora H. Decker (cm)	Mary T. Gay (ad) W. T. Zimmer (cam) Richard Kissner (mga) L. Doudna (ram)	Wm. R. Beard (ms)
*$3.755 in combination with Ohio Select List.										
DELPHOS 6,220	Herald (e) 2,396	.04*	Flat	(I) (INS) (4¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Delphos P. & P. Co. A. J. Laudick, Pub.	A. J. Laudick (eep-e) Harold E. Roselle (ce)	.....	.....	A. J. Laudick (ad)	.....
*Rate includes insertion in semi-weekly Courant, circulation, 599.										
DENNISON	See Uhrichsville.									
DOVER 9,852 25,123-ABC-CZ	Reporter (e) 9,119	.07	Flat	(R) (AP) (J) (5¢, 30¢w) Shannon & Associates, Inc.	Tuscarawas Publishers Inc. Oliver P. Bolton, Pres. Pub.	Henry C. Haglock (e) Harry Yockey (me)	Art Cicconetti (sp) Glenna Mae Klein (we)	Ralph Disler (gm) J. P. Hart (bm) Merle Douds (cm)	David E. Lindberg (ad-ram) Carl McFarland (mga) J. Allan Johnson (cam)	David Tracht (pm)
EAST LIVERPOOL 24,217 30,076-ABC-CZ	Review (e) 16,607	.09*	Flat	(R) (AP, UP, NANA INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Arthur Thomas (e-me) Paul Walton (ce)	Robert Shaffer, (ne) Robert Curry (sp) Agnes Clelland (we)	G. Gordon Strong (gm) C. V. Hughes (bm) Ralph Deshler (cm)	C. V. Hughes (mga) G. A. Shaw (ad-ram) G. I. Walworth (cam)	Walter Niblock (ms)
*$3.755 in combination with Ohio Select List.										
EAST PALESTINE 5,195	Leader (e) 2,545	.04	Flat	(I-R) (UP) (J) (3¢, 10¢ w) (Fred Kimball, Inc.)	Leader Press Pub. Co. C. L. Merwin, Pub.	Paul Merwin (e-me)	Mrs. Margaret Ward (we)	Paul Merwin (gm)	Mrs. Lois Sutherin (ram) Mrs. Margaret Ward (mga)	Harry Wagner (ms)
ELYRIA 30,307 40,772-ABC-CZ	Chronicle-Telegram (e) 19,415	.11	Flat	(I-R) (INS, UP) (7¢ 42¢w, $1.30mo) (The Julius Mathews Special Agency)	Lorain County P & P Co. O. B. Schoepfle, Pres.	J. C. George (eep-e) Don Hawk (ce) Charles L. Bennett (me)	Robert Funk (ne) John Jackson (sp) Thelma Finlay (we)	Russell Stokley (bm) C. A. Bieske (cm)	L. F. Reisinger (ad-mga-ram) H. M. Guild (cam)	Russell Stokley (pm-apm) Leo Carle (ms)
FAIRBORN 7,847	Herald (e) 3,310	.05	Flat	(R) (INS) (J) (5¢, 25¢w) (Ohio Hometown Newspapers)	Miami Valley Pub. Co. J. C. McMillan, Pres.	.....	B. Hilbrink (ne) Steve Hoffman (sp) Carol Coates (we)	.....	Ed. Duncan (ad)	.....
FINDLAY 23,845 26,650-ABC-CZ	Republican-Courier (m) 19,442	.11*	Flat	(I) (AP, INS, UP) (5¢, 30¢w) (John W. Cullen Co.)	Findlay Pub. Co. R. L. Heminger, Pres. Pub.	R. L. Heminger (eep-e) A. S. Bryan (me)	A. D. Groves (sp) Lorraine Henry (we)	R. L. Heminger (gm-bm) John R. Schuck (cm)	Mrs. Pauline Thomas (mga-ram) Harry L. Phillips (cam)	Allen Dudley (pm)
*$3.755 in combination with Ohio Select List.										
FOSTORIA 14,351 15,154-ABC-CZ	Review-Times (e) 5,644	.055*	Flat	(R) (INS) (J) (7¢, 35¢w, $1.50mo) (John W. Cullen Co.)	Daily Review Co. Edmond M. Hopkins, Pub.	V. E. Switzer (e-ce) E. M. Hopkins (me)	V. E. Switzer (ne) Kenneth Rice (sp) Helen Miller (we)	Edmond M. Hopkins (gm) Ken Rice (cm) R. H. Manecke (com)	Edmond M. Hopkins (ad) Bud Stump (mga) Gerald Wilder (ram) Ruth Beam (cam)	Delzie Pierce (pm) Edmond M. Hopkins (apm) Lowell Sewell (ms)
*$3.755 in combination with Ohio Select List.										
FREMONT 16,537 18,899-ABC-CZ	News-Messenger (e) 12,983	.08	Flat	(I-D) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Fremont Messenger Co. F. J. Daubel, Pres.-Pub.	Glen Geib (e)	Al Coxon (sp)	D. F. Daubel (bm) Robert Galligan (cm)	P. G. Daubel (mga) Carl Walker (ram)	A. E. Clucker (ms) P. G. Daubel, (pm)
*$3.755 in combination with Ohio Select List										
GALION 9,952	Inquirer (e) 4,225	.045	Flat	(I-D) (UP) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Inquirer Ptg. Co. Edgar Koehl, Jr. Pres.	W. S. Goshorn (eep-e) Robert E. Smith (ce)	Robert E. Smith (sp) Ethel Dye (we)	Walter S. Goshorn (gm) Edgar Koehl, Jr. (bm) Glenn W. Fowble (cm)	W. L. Goshorn (ad) J. J. Godfrey (mga) Carl Baker (ram) Edna Kemp (cam)	Fred Tullis (ms)
GALLIPOLIS 7,871 7,871-ABC-CZ	Tribune (e ex Sat.) 4,927 Gallia Times (Sat.) 5,412	.06 .06	Flat Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	The Gallipolis Pub. Co. H. W. Wetherholt, Pres. J. Albert Dear, Tres. Robert L. Meyers, Sec.	H. W. Wetherholt (e) E. S. Sherow (me)	Eleanore Fuller (we)	Robert L. Meyers (gm)	James E. Danner (ad)	Dwight C. Wetherholt (pm) Albert L. Meyers (apm)
GENEVA 4,718	Free Press (e) 2,297	.04*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Geneva Free Press Co. D. C. Rowley, Pub. John A. Colin, (Asst. Pub.)	Hal Simmonds (e)	Bert Belden (sp)	Leonard L. Dute (bm)	L. E. Gerrety (ad) L. L. Dute (ram)	L. E. Gerrety (apm) H. Healy (ms)
*$3.755 in combination with Ohio Select List and .26 combination with Rowley Northeast Ohio Group.										
GREENFIELD 4,862	Times (e ex Sat.) 3,610	.05	Flat	(I-R) (INS) (5¢, 17¢w) (Hartley Newspapers)	C. Carlton Hartley, Owner-Pub.	G. P. Shrock (eep-e)	G. P. Shrock (ne-sp) Virginia Griesheimer (we)	E. F. Hartley (gm-bm) Virginia Griesheimer (cm)	George V. Fenner (ad-ram-cam)	.....
GREENVILLE 8,859	Advocate (e) 9,777	.06	Flat	(I) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	The Greenville Advocate Co., Inc. Walter E. Browne, Pres.-Pub.	David J. Deardourff (eep-ce) Walter E. Browne (e) Walter E. Browne (me)	W. E. Browne, Jr. (sp) Frances E. Smith (we)	W. A. Browne III (gm-bm) Walter V. Tuttle (cm) W. E. Browne, Jr. (com)	Kenyon Harris (ad-mga-ram) Gladys Stephens (cam)	Earl M. Phillips and Frank L. Crump (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HAMILTON 57,951 64,436-ABC-CZ	Journal-News (e) ⓦ 24,750	.13		Flat (I) (AP) (5¢, 30¢w, $3.90 3mos.) (John W. Cullen Co.)	Journal Pub. Co. Harry B. Gramm, Pres. Mrs. Homer Gard Gramm, Pub.	H. R. Grosvenor (eep-e-me) R. A. Connelly (ce)	William Moeller (sp) Hilda Fontaine (we)	H. R. Grosvenor (gm) D. E. Stuckey (bm) Floyd A. Brown (cm)	Charles E. Brown (ad-mga) J. Russell Cummins (ram) Law E. Kelly (cam)	Charles E. Brown (apm)
	*$3.755 in combination with Ohio Select List.									
IRONTON 16,333 30,300-ABC-CZ	Tribune (e ex Sunday edition) ⓦ 9,339 (S) ⓦ 9,437	.06*		Flat (R) (AP) (5¢, 10¢S, 30¢w) (John W. Cullen Co.)	Tribune Pub. Co. F. B. Moore (pub)	Don Mayne (me) Clarence Fennington (ce)	Bob Stewart (sp) Josephine McAdam (we)	Preston A. Dolin (bm) J. Malone Gorman (cm)	P. A. Dolin (mga) Harry A. Fisher (ram) Stan Corbin (cam)	Stanley Imes (ms)
	*$3.755 in combination with Ohio Select List.									
KENT	See Ravenna-Kent.									
KENTON 8,475	Times (e) 6,092	.06		Flat (I) (UP) (5¢, 30¢w) Scheerer & Co.	C. E. Flanagan, Pub.	C. E. Flanagan (e) Tom Cooper (me) Paul Thomas (ce)	Wm. Flanagan (ne) Paul Thomas (sp) Catherine Fair (we)	Ray F. Barnes (gm) Harry Case (bm) Roy Thompson (cm) J. P. Siemon (Rural cm)	N. W. Lister (mga) Carl L. Lister (ram) Carolyn Dyer (cam)	Raymond A. Taylor (ms)
LANCASTER 24,180 25,338-ABC-CZ	Eagle-Gazette (e) ⓦ 13,541	.09*		Flat (I) (AP) (7¢, 35¢w) (John W. Cullen Co.)	The Eagle-Gazette Company Charles Sawyer (pres. Pub.) E. C. Crane (Asst. pub.)	Richard Mattox (eep-e) H. Perrin Hamilton (ce)	Mrs. Juanita Grant (we) Hal Shanahan (sp)	C. Floyd Wolfe (cm) Boyd Henry, (com)	J. B. Lake (ad) J. R. Knapik (cam)	C. Floyd Wolfe (pm-apm) Emil O. Tobin (ms)
	*$3.755 in combination with Ohio Select List.									
LIMA 50,246 57,151-ABC-CZ	News (e) ⓦ 34,917 Sunday edition (S) ⓦ 35,977	.14 .14		Flat (I-D) (AP, INS) (7¢, 40¢w, 15¢S) (Story, Brooks & Finley, Inc.)	Lima News Pub. Co. C. R. Galvin, Pres.	R. C. Barton (e) R. S. Rochester (me) Harry L. Thomas (ce)	Al White (sp) Jeanette Stolzenbach (we)	Wayne W. Galvin (gm) E. R. Miller (bm) A. B. Candler (cm)	Charles B. Hinkle (ad) I. A. Zay (mga) F. M. Ammon, Sr. (ram) Thomas R. Gormley (cam)	Charles B. Hinkle (apm) Richard Thatcher (ms)
LISBON 3,293	Journal (e) 2,000	.035		Flat (R) (INS) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Buckeye Pub. Co. W. A. Frew, Pres.	W. A. Frew (e)	W. S. Frew (ne) Richard Stockman (sp) Edna Helman (we)	W. S. Frew (gm-bm)	J. S. Frew (mga)	
LOGAN 5,972	News (e) 3,998	.04		Flat (I-D) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Wayne Newspaper Co. Wayne W. Galvin, Pres.-Pub.	Wm. S. Miller (eep-e) Dwight Diller (me) Glade Little (ce)	Marjorie Rhoads (we)	Wm. S. Miller (gm) Florence Cordell (cm)	Lawrence T. Webb (ad) Thelma Mowrey (cam)	Luther Kuhn (ms)
LORAIN 51,202 51,202-ABC-CZ	Journal & Times-Herald (e) ⓦ 22,644	.13		Flat (I) (UP, INS) (7¢, 42¢w, $1.82mo) (Shannon & Associates, Inc.)	Lorain Journal Co. I. Horvitz, Pres. S. A. Horvitz, Pub.	Edward C. Lapping (eep-e) James Mahoney (ce)	Wm. Totten (ne) Vince Sokora (sp) Lu Ella Kepler (we)	D. P. Self (bm)	Chester A. Forman (mga) Victor L. Bremer (ram) Kenyon D. Gornall (cam)	Lee Cox (pm-apm) Ralph L. Robuck (ms)
MANSFIELD 43,564 59,685-ABC-CZ	News-Journal (e) ⓦ 30,526* Sunday edition (S) ⓦ 32,059*	.17 .17		Flat (UP, INS) (5¢, 40¢w, 10¢S) (Shannon & Associates, Inc.)	Mansfield Journal Co. I. Horvitz, Pres. S. A. Horvitz, Pub. H. R. Horvitz (Asst. Pub.)	D. K. Woodman (eep) V. A. Stanfield (me) Harry West (ce)	Gaylord Hake (Su) Fred Tharp (sp) Mrs. Velita Kinney (we)	W. W. Bowden (cm) Alan G. Nicholas (bm)	Don D. Cram (mga) Ralph Postlethwaite (ram)	Carl Graham (ms)
	*March 31, 1954									
MARIETTA 16,006 17,521-ABC-CZ	Times (e) ⓦ 11,855	.07*		Flat (I) (AP) (5¢, 30¢w) (John W. Cullen Co.)	The Times Co. F. B. McKinney, Pres.	F. B. McKinney (eep-e-me) H. W. Miner (ce)	H. W. Miner (ne) C. W. Rose (sp) Marjorie Stephens (we)	W. P. McKinney (gm-bm) J. O. Beiser (cm)	L. E. Toller (ad-ram) D. W. Burton (cam)	W. P. McKinney (pm) Wm. E. McKinney (ms)
	*$3.755 in combination with Ohio Select List.									
MARION 33,817 33,817-ABC-CZ	Star (e) ⓦ 21,435	.10*		Flat (R) (AP, UP, NANA, INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	John A. Maxwell, Jr. (eep-e-me) William R. Diem, Jr. (ce)	John W. Short (sp) Edna S. Dutton (we)	G. Gordon Strong (gm) Smith H. Witter (bm) Delmas V. Jenkins (cm)	Donald T. Grace (mga-ram) William M. Collins (cam)	
	*$3.755 in combination with Ohio Select List.									
MARTINS FERRY-BELLAIRE 13,220—Martins Ferry 12,573—Bellaire 106,650-ABC-CZ	Times-Leader (e) ⓦ 21,591	.11*		Flat (I) (UP) (J) (6¢, 35¢w) (John W. Cullen Co.)	Sedgwick Pub. Co., Inc. A. V. Dix, Pres.-Pub.	A. V. Dix (eep-e) A. E. Dix (me) Robt. Fordyce (ce)	R. W. Fordyce (ne) Wm. Van Horne (sp) Lucille Hipkins (we)	A. V. Dix (gm-bm) Sheldon Martin (cm)	Charles Bishop (ad-mga-ram) M. Z. Kotellos Martins Ferry (cm) James Fulton Bellaire, (cam)	C. C. Bishop (pm) Wm. Dawkins (ms)
	*$3.755 in combination with Ohio Select List.									
MARYSVILLE 4,256	Journal-Tribune (e) 4,765	.05*		Flat (I) (INS) (J) (5¢, 25¢w) (John W. Cullen Co.)	Marysville Newspapers, Inc. Bruce B. Gaumer, Pres.-Pub.	F. T. Gaumer (e)	Richard Seitz (sp) Marie Strauss (we)	F. T. Gaumer (gm) W. E. Behrens (bm) Eugene Huber (cm)	W. E. Behrens (ad) Mae Rausch (cam)	
	*$3.755 in combination with Ohio Select List.									
MASSILLON 29,594 36,670-ABC-CZ	Independent (e) ⓦ 14,834	.09		Flat (R) (AP) (5¢, 30¢w) (Shannon & Associates, Inc.)	Earl J. Jones Enterprises, Inc. Earl J. Jones, Pres. John E. Rowe, Pub.	F. J. Becker (eep-e) H. Luther Emery (me)	H. Luther Emery (sp) Marie Kreiger (we)	John E. Rowe (gm) E. A. Hostetler (cm)	K. C. Delong (ad)	
MECHANICSBURG 1,920	Telegram (e ex Tue. and Sat.) 1,750	.04		Flat (I) (J) (3¢, 10¢w) (none)	Vaughn E. Hill, Pres.-Pub.	Vaughn E. Hill (e)	Vaughn E. Hill (ne) Elizabeth Burnham (we)	Vaughn E. Hill (gm) Mary Lou Hill (bm-cm)	Mary Lou Hill (ad-mga-ram-cam)	
MIDDLETOWN 33,695 40,064-ABC-CZ	Journal (e) ⓦ 19,165 News-Journal (S) ⓦ 19,037	.10* .10*		Flat (I-R) (AP) (5¢, 10¢S) (John W. Cullen Co.) Flat	News-Journal, Inc. E. S. Myers, Pub. J. A. Chew, Pres.	E. S. Myers (e) David T. Regan (eep-me)	Paul Day (ne) Warren Wolfe (Su) J. Nardiello (sp) Nellie Evans (we)	N. J. Lawler (gm-bm) F. W. Chew (cm)	R. S. Heller (ad) E. Richardson (mga-ram) R. Trout (cam)	Knight Goodman (pm) J. L. Duermit (me)
	*$3.755 in combination with Ohio Select List.									
MOUNT VERNON 12,185 14,192-ABC-CZ	News (e) ⓦ 10,426	.075*		Flat (I-R) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Republican Pub. Co. L. M. Culbertson Pres. G. T. Culbertson, Pub.	Justin E. Devalon (eep-e-me) Fred Lorey (ce)	Justin E. Devalon (ne) Ralph Harris (sp) Miss Jo Lee (we)	G. T. Culbertson (gm) G. T. Culbertson, Jr. (bm) C. P. Wenger (cm)	John L. Haltermon (ad-mga-ram) Kathryn Fletcher (cam)	John L. Haltermon (pm-apm) Sanford Selsam (ms)
	*$3.755 in combination with Ohio Select List.									
NEWARK 34,275 36,216-ABC-CZ	Advocate & American Tribune (e) ⓦ 18,506	.10*		Flat (I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Advocate Ptg. Co. Frank W. Spencer, Pres.-Pub.	F. A. Woolson (eep) Frank W. Spencer (e) Paul W. Reed (me-ce)	Robert Worth (sp) Hazel Kirk (we)	John D. Spencer (gm) H. G. Meacham (cm) Miss M. C. Wilbur (com)	W. S. Sherman (ad) G. M. McCauslin (cam)	H. S. Devine (ms)
	*$3.755 in combination with Ohio Select List.									

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Easy-Do Wave
Ennds
Fitch Shampoo
Gerber Baby Meats
Gravy Master Seasoning
Hi-Lite
Hoover Washer
Hugwaist Girdles
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Ipana Toothpaste
Karo Syrup
Lanolin Plus
Life Savers
Lipton's Soup
Lustre Creme Lotion Shampoo
Medigum
NP-27
New Era Potato Chips
nuworld Cheese
Old Stagg
Perfex
Philip Morris Cigarettes
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Salina
Silver Cup Bread
Sky Flake Wafers
Sleep-Eze
Suave
Super Suds
Three Feathers
Tide
VSR
White Rain Creme Shampoo
Whitney Salmon
Wisp Stick

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW PHILADELPHIA 12,984 25,123-ABC-CZ	Times (e) ⊞ 9,522	.07*		Flat (I-D) (INS) (5¢, 30¢w) (John W. Cullen Co.)	Democrat Pub. Co. J. E. Hurst, Pres.	J. E. Hurst (eep-e) John Stratton (ce)	E. F. Hurst (ne) Al Bricker (sp) Mrs. E. F. Hurst (we)	J. E. Hurst (gm) T. F. Worner (cm)	D. G. Warner (ad-mga) Mrs. Hazel Gilgen (cam)	Robert Van Sickle (ms)
*$3.755 in combination with Ohio Select List.										
NILES 16,773	Times (e) 5,633	.07		Flat (I-R) (INS) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Mahoning Valley Newspapers, Inc. James L. Wick, Chm. Milton I. Wick, Pres.-Pub.	James L. Wick (eep) Milton I.Wick (e) Walter M. Wick (me)	Fred Kearney (sp) Bessie Biddle (we)	Milton I. Wick (gm) Ray E. Koken (bm) Myron Stoll (cm)	Wm. Thorpe (mga) J. Anderson (ram) Wm. Burmester (cam)	
NORWALK 9,775	Reflector-Herald (e) 4,187	.04		Flat (R) (INS) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	Reflector-Herald Dudley A. White (Pub)	Dudley A. White (e) Jay Greulich (ce)	J. A. Greulich (sp)	R. A. Fisher (bm)	A. E. White (ram)	Gerald Spalsbury (ms)
PAINESVILLE 14,432 21,718-ABC-CZ	Telegraph (e) ⊞ 15,150	.10*		Flat (R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Telegraph Republican Co. D. C. Rowley, Pres.-Pub. John Colin, Asst. Pub.	H. E. Johnson (e) E. J. Steward (ce)		Carroll E. Bartlett (bm) C. A. Buckles (cm)	L. E. Gerrety (ad) T. E. Aldrich (ram) Edwina Norman (cam)	L. E. Gerrety (apm) Lorin Bruce (ms)
*$3.755 in combination with Ohio Select List and .26 in combination with Rowley Northeast Ohio Group.										
PIQUA 17,447	Call (e) 9,387	.065*		Flat (I-R) (UP) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Piqua Call Pub. Co J. A. Chew, Pres.	F. R. Myers (e) Paul Murray (me) Joe Klasman (ce)	Tom Barnett (sp) Lola Hill (we)	F. R. Myers (gm) Paul W. Stiles (bm) Lawrence Spitzer (cm)	J. R. Harris (ad) Chas. Householder (cam)	
*$3.755 in combination with Ohio Select List.										
POMEROY-MIDDLEPORT 3,656 Pomeroy 3,446 Middleport	Sentinel (e) 2,653	.05		Flat (I) (UP) (5¢, 30¢w, $1 mo) (Bottinelli-Kimball, Inc.)	Ohio Valley Sentinel, Inc. C. F. Weimer, Pres.	Richard S. Owen, Jr. (eep-e-me)	P. M. Clifford (sp) Eleanor Schaaf (we)	Richard Owen, Jr. (gm-bm)	Richard Owen (bm-mga)	Richard Owen (pm) Louie Capehart (ms)
PORTSMOUTH 36,798 51,878-ABC-CZ	Times (e) ⊞ 29,763	.12*		Flat (R) (AP, UP, NANA, INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	John G. Green(e) Ernest L. Schusky (ce)	George W. Stowell (ne) Fred Lawson (sp) Miriam Gee (we)	G. Gordon Strong (gm) H. I. Bassler (bm) Walter E. McCoy (cm)	J. Kenneth Staats (mga-ram) Kenneth H. Long (cam)	Frank S. Duncan (ms)
*$3.755 in combination with Ohio Select List.										
RAVENNA - KENT 9,857—Ravenna 12,418—Kent 26,821-ABC-CZ	Record & Courier-Tribune (e) ⊞ 13,324	.09*		Flat (I) (INS, NYHT) (J) (5¢ 30¢w) (John W. Cullen Co.)	Record Pub. Co. R. C. Dix, Pres.-Pub.	A. R. Sicuro (eep)	"Persh" Rohrer (sp) Katheryn Stump (we-Rav.) Dorothy Wolcott (we-Kent)	R. C. Dix (gm-bm) B. E. Langell (cm)	Goe. Kenward (ad) Lloyd Long (cam)	John Morton (ms)
*$3.755 in combination with Ohio Select List.										
ST. MARYS 6,208	Leader (e) 4,345	.045		Flat (I) (INS) (J) (5¢, 23¢w) (Inland Newspaper Representatives, Inc.)	Leader Ptg. Co. H. W. Buss, Pub.	K. C. Geiger (eep-e-me-ce)	K. C. Geiger (ne) H. M. Blair (sp)	H. W. Buss (gm) H. M. Blair (bm-cm)	H. M. Blair (ad-mga-ram-cam)	H. M. Blair (pm-apm) A. H. Buss (ms)
SALEM 12,754 12,754-ABC-CZ	News (e) ⊞ 9,016	.05*		Flat (R) (AP, UP, INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Ray L. Dean (e-me)	Tom Roser (ne)	G. Gordon Strong (gm) George W. Rogers (bm) Marvin J. Roberts (cm)	E. Fred Filler (mga-ram) Neil Walters (cam)	William T. Moore (pm)
*$3.755 in combination with Ohio Select List.										
SANDUSKY 29,375 31,107-ABC-CZ	Register-Star-News (e) ⊞ 18,258	.10		Flat (I-R) (UP, INS) (5¢, 30¢w) (West-Holliday Co., Inc.)	Sandusky Newspapers, Inc. Dudley A. White, (Pres. Pub.)	P. Heiberger (eep-e) Mel Harmon (ce)	M. C. Harmon (ne) John Malcolm (sp) Dorothy Asher (we)	C. J. Stark (gm-bm) Lambert Liddell (cm)	Lee Staffler (ad-ram) H. P. Hein (mga) E. Heiberger (cam)	Carl Hautz (ms) E. G. Heiberger (pm)
SHELBY 7,971	Globe (e) 3,650	.04		Flat (I) (INS) (4¢, 20¢w) (Bottinelli-Kimball, Inc.)	Stambaugh & Stambaugh & Moore	M. M. Moore (e-ce)	M. M. Moore (ne) Mrs. M. M. Moore (we)	J. C. Stambaugh (bm)	J. C. Stambaugh (mga-ram)	Jay Went (ms)
SIDNEY 11,491	News (e) 10,058	.07*		Flat (I) (INS) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Sidney P. & P. Co. E. C. Amos, Pres.-Pub.	Marion Russell (me)	John Crusey (sp) Miss Mildred Cronley (we)	W. T. Amos (gm) J. O. Amos (bm) Victor Taylor (cm)	J. O. Amos (ad) Edward Campbell (ram) Mrs. Ruth Welling (cam)	Cecil Watkins (ms)
*$3.755 in combination with Ohio Select List.										
SPRINGFIELD 78,508 87,179-ABC-CZ	Sun (m) ⊞ 16,522 News (e) ⊞ 28,793 Combined daily (me) ⊞ 43,315 News-Sun (S) ⊞ 38,182	.... .22 .22	.... Flat Flat	(I) (I-D) (AP) (ROP-1) (5¢, 15¢S) (Sawyer-Ferguson-Walker Co.) (I-D)	Springfield Newspapers Inc. James M. Cox, Chrmn. of Board James M. Cox, Jr. Pres. Edgar L. Morris, Pub.	Maynard Kniskern (eS) Bert A. Teeters (eN-me-NS) Loren Schultz (ce-N&NS) Ben Williams (ce-S)	Ben Williams (ne-S) Loren Schultz (ne-N & NS) Wilbur Morris (Su) Dan Hoyt (sp-S) Robert Sullivan (sp-N&NS) Virginia Kline (we)	Earl C. Merideth (gm) Robert S. Hamilton (bm) Walter T. Davis (cm)	Elno R. Smith (ad) Charles E. Sauers (mga) J. Raymond Beckman (cam)	Robert S. Hamilton (pm-exec. asst.)
STEUBENVILLE 35,872 54,652-ABC-CZ	Herald-Star (e) ⊞ 29,127	.12		Flat (R) (AP, CT-Nyn, NYHT) (5¢, 30¢ w) (Story, Brooks, & Finley, Inc.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. J. D. Raridan, Pub.	W. J. Michl (e-me) Louis Blay (ce)	Louis Blay (ne) John Kirker (sp) Marjorie Twyford (we)	G. Gordon Strong (gm) J. D. Long (bm) Don Peterson (cam)	Wm. E. Cox (mga-ram) John G. Hohmann (cam)	James Cross (ms)
TIFFIN 18,952	Advertiser-Tribune (5) (e) ⊞ 10,153	.07*		Flat (I) (UP) (6¢, 36¢w) (John W. Cullen Co.)	The Advertiser-Tribune Co., Inc. E. T. Rodgers, Pres.	J. H. Thompson, (eep-me) Ralph H. Keller (ce)	John Van Camp (sp) Myra Burkett (we)	E. T. Rodgers (gm) Ivan R. Hesson (bm) L. F. Kummerer (cm)	Ivan R. Hesson (ad-mga-ram-cam)	Ivan R. Hesson (pm-apm) Glenn Faris (ms)
*$3.755 in combination with Ohio Select List.										
TOLEDO 303,616 400,909-ABC-CZ	Blade (4) (e) ⊞ 190,612 Times (4) (m) ⊞ 49,741 Combined daily (me) ⊞ 216,401 Sunday Blade (S) ⊞ 166,660	.... .60 .43	.... .55 .35	(I) (AP, RN, CDN, NANA, NYHT) (*S) (5¢, 20¢S) (Moloney, Regan & Schmitt, Inc.) (I) (AP) (5¢, 30¢w) (Moloney, Regan & Schmitt, Inc.)	Toledo Blade Co. Grove Patterson, Pres. Paul Block, Jr. and William Block, Co-Pub.	Michael Bradshaw (e) Paul A. Schrader (ne) Edward P. Fallon (me) Jos. V. Knack (ce) Geo. A. Benson (eep) Kennth Tooill (exec. me) Arnold Fausz (ce)	Chas. Henderson (Su) Donald P. Wolfe (sp) Betty Bennett (we) Nap Nassr (ne) Tom Bolger (sp) Eleanor Kerstetter (we)	Donald Wiley (bm) Ray Kest (cm) Donald Wiley (bm) I. J. Odesky (cm)	L. F. Newmyer (ad) Fred Jarvie (ram) Kenneth Orwig (cam) H. N. Hoffner (mga) L. F. Newmyer (ad) C. J. Tefft (ram) Kenneth Orwig (cam) H. N. Hoffner (mga)	Harry R. Roberts (pm) Adrian B. Kaiser (ms) Harry R. Roberts (pm) Adrian B. Kaiser (ms)
TROY 10,661	News (e) 7,083	.05*		Flat (R) (UP) (J) (5¢, 30¢w, $1.25mo) (John W. Cullen Co.)	The Miami Union Pub. Co. A. C. McClung, Pres	A. C. McClung (eep) E. L. Thokey (e) Maurice Schapiro (ce)	E. L. Thokey (ne) Walter J. Miller (sp) Emilie Grayson (we)	A. C. McClung (gm) R. D. Steinmetz (bm) Larry Finch (cm)	R. D. Steinmetz (mga) Larry Finch (ram) Jane Burton (cam)	L. A. Compton (ms)
*$3.755 in combination with Ohio Select List.										

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
UHRICHSVILLE-DENNISON 6,614—Uhrichsville 4,432—Dennison	Chronicle (e) 4,519	.045	Flat	(R) (UP) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Chronicle Co. W. H. Stoutt, Pres.	W. H. Stoutt (e-me) Phillip Sperier (ce)	Don Wagner (sp) Margaret Wright (we)		Robert Pifer (ad)	
	*$3.755 in combination with Ohio Select List.									
UPPER SANDUSKY 4,397	Chief-Union (e) 4,476	.045	Flat	(I-D) (AP) (J) (4¢, 18¢w) (Bottinelli-Kimball, Inc.)	Daily Chief Co. W. E. Martin, Pres. Nelson J. Rall, Pub.	Paul P. Creger (e) Nelson J. Rall (me) Marvin Swihart (ce)	Marvin Swihart (sp) Shirley Moses (we)	Nelson J. Rall (bm)	Nelson J. Rall (ad)	Alfred Ulrich (ms)
URBANA 9,335	Citizen (e ex Sat.) 5,540†	.045*	Flat	(I) (INS) (J) (5¢, 20¢w) (John W. Cullen Co.)	Gaumer Pub. Co. C. F. Ridenour, Pres. H. W. Algire, Pub.	Harry W. Algire (eep)	Hal Alty (ne) Dick Trainor (sp) Gustavo Tooker (we)	Harry W. Algire (gm)	L. Kavanaugh (mga) Floyd Pflaumer (cam)	
	$3.755 in combination with Ohio Select List. †Sworn March 31, 1954									
VAN WERT 10,364	Times-Bulletin (e) 6,876	.05*	Flat	(I) (AP) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Van Wert Pub. Co. Wayne W. Galvin, Pres. Ford G. Owens, Pub.	Ford G. Owens (e) Lloyd Hippensteele (ce)	H. E. Agler (sp) Laura Germann (we)	Ford G. Owens (gm) Donald Shaw (cm)	Lloyd Copeland (ad) Donald Shaw (cam)	Loren Mavis (ms)
	*$3.755 in combination with Ohio Select List.									
WAPAKONETA 5,797	News (e) 3,475	.045	Flat	(I) (UP) (5¢, 25¢w, $1.00mo) (none)	Daily News Printing Co.	Clarence Gratz (e)	Clarence Gratz (ne)	B. H. Focht (bm)		
WARREN 49,856 59,469-ABC-CZ	Tribune Chronicle (e) ⊠ 30,836	.13*	Flat	(I-R) (AP) (5¢, 35¢w) (John W. Cullen Co.)	The Tribune Co. Helen Hart Hurlbert, Pres.-Pub.	Stanley E. Hart (e) James F. Brown (ce)	Vince Dolan (ne) Dick Olmstead (sp) Miriam Hawkins (we)	Helen Hart Hurlbert (gm) Geo. L. Rudge (cm)	Mary O'Malley (mga) Richard Ball (ram) Gerald Townsend (cam)	Woodrow Noe (ms)
	*$3.755 in combination with Ohio Select List.									
WASHINGTON COURTHOUSE 10,560	Record-Herald (e) 6,526	.05*	Flat	(I) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Washington News Pub. Co. W. W. Galvin, Pres. Paul F. Rodenfels, Pub.	Howard S. Harper (ce) Paul F. Rodenfels (e)	Paull Giddings (sp) Mrs. Faithe Pearce (we)	Charles Gallagher (cm)	Frank E. Ellis (ram) Marion Walston (cam)	H.C. Speakman (ms)
	*$3.755 in combination with Ohio Select List.									
WELLSTON 5,691	Sentinel (1) (e ex Sat.) 2,838	.05*	Flat	(R) (INS) (*M) (5¢, 25¢w) (none)	Sentinel Pub. Co. W. E. Thomas, Pres. Pub.	Gordon Morrow (eep-e-me-ce)	Gordon Morrow (ne) John L. Weber (sp) Ada Merle Wortman (we)	John L. Weber (gm-bm) Alice Gensler (cm)	John L. Weber (ad-mga-ram) Ada Merle Wortman (cam)	John L. Weber (pm-apm) Robert L. Colley (ms)
	*07 in combination with McArthur Democrat-Enquirer (Wednesday), circulation 4,875.									
WILLOUGHBY 5,602 23,366-ABC-CZ	News-Herald (e) ⊠ 6,410	.07	Flat	(R) (INS) (5¢, 30¢w) (Shannon & Associates, Inc.)	The Lake Publishing Co. Oliver P. Bolton, Pres.	Robert Murphy (ce) Richard E. Palmer (eep-e-me)	Robert Murphy (ne) Wm. Braucher (sp) Gerry Haine (we)	Erwin Maus, Jr. (gm-bm) John Rice (cm)	J. D. Lonergan (ad-ram) Norman Pettit (mga) Robert J. Rossi (cam)	Erwin Maus, Jr. (pm-apm) Jay D. Parsons (ms)
WILMINGTON 7,387	News-Journal (e) 6,635	.05*	Flat	(R) (AP) (5¢, 30¢w) (John W. Cullen Co.)	The News-Journal Co. Wayne W. Galvin, Pub. Nelle M. Mills, Asst. Pub.	Robert McNemar (e) Mrs. D. Z. Bicker (ce)	R. McNemar (ne) Virginia Bernard (we) Alan Connor (sp)	W. W. Galvin (gm) N. M. Mills (cm)	R. C. Stratton (ad) N. M. Mills (mga) Dorothy Daye (cam)	A. M. Copeland (ms)
	*$3.755 in combination with Ohio Select List.									
WOOSTER 14,005 14,184-ABC-CZ	Record (e) ⊠ 16,818	.10*	Flat	(I) (5¢, 30¢w) (John W. Cullen Co.)	Wooster Republican Ptg. Co. E. C. Dix, Pres.-Pub.	R. E. Dix (eep-me) Harold Murray (e-ce)	Harold Murray (ne) John R. Miller (sp)	R. E. Dix (gm) Arthur Runion (cm)	T. B. Artz (ad-mga-ram) Don Lance (cam)	
	*3.755 in combination with Ohio Select List.									
XENIA 12,877	Gazette (e) 8,236	.055*	Flat	(R) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Chew Pub. Co. J. A. Chew, Pres.-Pub.	R. A. Higgins (e) J. D. Jordan (me-ce)	Howard Epstein (ne) James Gatten (sp) Mildred Mason (we)	E. S. Myers (gm) R. A. Higgins (bm) J. E. Flomerfelt (cm)	C. R. Dewey (ad) Anne Klein (mga) Gene Phillips (ram) Robert Phillips (cam)	Ray Smith (ms)
	*$3.755 in combination with Ohio Select List.									
YOUNGSTOWN 168,330 212,762-ABC-CZ	Vindicator (1) (e) 95,251 Sunday edition (S) 136,132	.28 .33	Flat Flat	(I-D) (AP, UP, NYHT, ONA, INS, CDN, NANA) (*S) (5¢, 15¢, 45¢w) (Kelly-Smith Co.)	The Vindicator Ptg. Co. W. O. Brown, Pres. Wm. F. Maag, Jr., Pub.	Wm. F. Maag, Jr. (eep-e) Irving L. Mansell (me)	Lawrence M. Stolle (sp) Miss Ella Maag (we)	William F. Maag, Jr. (gm) W. O. Brown (bm) Harold I. Paulson (cm)	Wm. J. Brown (mga) Russell H. Hackett (ram) Floyd J. Jones (cam)	
ZANESVILLE 40,517 50,160-ABC-CZ	Times-Recorder (m) ⊠ 23,004 Signal (e) ⊠ 14,475 Combined daily (me) ⊠ 37,479 .16* Flat Times-Signal (S) ⊠ 20,636 .10* Flat Monday morning and Sunday (Mon. m.-S) ⊠ 43,640 .16* Flat Morning, Evening and Sunday (meS) ⊠ 58,115 .26* Flat			(R) (I-D) (AP) (5¢d, 15¢S, 45¢w) (John W. Cullen Co.) (I)	Zanesville Pub. Co. Clay Littick, Pres.-Pub.	C. C. Stebbins (me) E. V. Cotter (ce-TR) Howard Spender (ce-S)	Alan Gonder (ne-S) Joe Rathbun (ne-TR) Jack Larimer (ne-TS) Fred Fogarty (sp-TR) Ken Gookins (sp-S-TS)	W. O. Littick (bm) Francis Dosch (cm)	Gail Ardrey (co-mga-ram) Stewart Worstall (co-mga-ram) Herbert Blake (cam)	Clay Littick (pm) Stewart Worstall (apm) Earl Schaeffer (ms)
	*$3.755 in combination with Ohio Select List.									

OKLAHOMA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ADA 15,995 18,196-ABC-CZ	News (e ex Sat.) ⊠ 8,955 Sunday edition (S) ⊠ 9,093	.08 .08	Flat Flat	(I-D) (AP) (J) (5¢, 5¢S, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	News Pub. & Ptg. Co. W. D. Little, Pres.-Pub.	W. D. Little (eep-e) Wm. D. Little, Jr. (me)	Roy S. McKeown (ne) Charles Rhoades (sp) Wenonah Rutherford (we)	Wm. D. Little, Jr. (gm-bm) Clyde Alletag (cm)	J. H. Biles (ad-mga-ram) Barbara McCollom (cam)	George Gurley (pm) Clyde Alletag (press room supt.) John Skinner (comp. supt.)
ALTUS 9,735	Times-Democrat (e ex Sat.) 5,769 Sunday edition (S) 5,769	.06 .06	Flat Flat	(D) (UP) (5¢, 5¢S, 25¢w-d&S, $1mo) (Southwest Dailies, Inc.)	Altus Times-Democrat Inc. Harrington Wimberly, Pres.-Pub.	Callaway Buckley (e)	Callaway Buckley (ne)	Frank E. Wimberly (gm-bm) M. L. Overfield (cm)	H. Paul Flippin (mga)	Wallace Smith (ms)
ALVA 6,505	Review-Courier (1) (e ex Sat.) 3,498 Sunday edition (S) 3,578	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w, $1mo) (Southwest Dailies, Inc.)	Courier Pub. Co, Inc. Brooks H. Bicknell, Pres.-Pub.	Brooks H. Bicknell (eep-e-me) Harmon Morgan (ce)	Harmon Morgan (ne-Su) Marie Hansen (we-e)	A. M. Delaney (bm) Richard Kuntz (cm)	Arthur G. Statt (mga-ram) Kay Lohmann (cam)	Arthur G. Statt (pm-apm) Amos De Wolfe (ms)
ANADARKO 6,184	News (e ex Sat.) 3,888 Sunday edition (S) 3,888	.05 .05	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1mo) (Southwest Dailies, Inc.)	The Anadarko Pub. Co. James C. Nance, Pres. Joe W. McBride, Pub.	Wallace Kidd (e-me)		Wallace Kidd (gm)	Jack Mann (ram)	Wallace Kidd (pm) Charles McVey (ms)
ARDMORE 17,890 17,890-ABC-CZ	Ardmoreite (e ex Sat.) ⊠ 11,610 Sunday edition (S) ⊠ 11,892	.09 .09	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w, $1.20mo) (Burke, Kuipers & Mahoney, Inc.)	The Daily Ardmoreite Pub. Co. John F. Easley, Pres.-Pub.	Ernst Riesen (e) Sam Blackburn (me) P. Ostrander (ce)	Cecil Bailey (sp) Jan McGalliard (we)	Ernst Riesen (gm-bm) W. F. Spearman (cm)	Wilberd Chaffin (ram)	M. M. Bramlett (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BARTLESVILLE 19,228 20,856-ABC-CZ	Examiner-Enterprise (m ex Mon.) 2,468 Examiner-Enterprise (e ex Sat.) 7,519 Combined daily (me) 9,987 Examiner-Enterprise (S) 9,492	.... .09 .09	.... Flat Flat	(I) (AP) (5¢, 10¢S, 30¢ w-m&S or e&S) (Southwest Dailies, Inc.)	The Examiner Co. Donald W. Reynolds, Pres.	J. L. Jennings (e) Delbert Shugars (exec. ed)	Edmund F. Marak (ne) Regan Huffman (sp) Meda Smith (we)	J. L. Jennings (gm-bm) Russell Covell (cm)	Earl Uzzell (ad-mga) Royal Thornton (ram) Gerald E. Jennings (cam)	Jarrell L. Jennings (pm) E. D. Uzzell (apm) Claude Allee (ms)
BLACKWELL 9,199 10,022-ABC-CZ	Journal-Tribune (e ex Sat.) 6,516 Sunday edition (S) 6,541	.06 .06	Flat Flat	(I) (UP) (J) (ROP-2) (5¢, 10¢S, 30¢w, $1.25mo) (none)	Blackwell Publications, Inc. Phil McMullen, Pres.-Pub.	W. F. Bickford (e) Warren Bickford (ce)	Warren Bickford (sp) Mamie Womack (we)	Phil McMullen (gm-bm) Tom Stice (cm)	R. Quinn (mga)	Clair Brock (ms)
CHICKASHA 15,842 15,842-ABC-CZ	Express (e ex Sat.) 6,103 Sunday edition (S) 6,135	.06 .06	Flat Flat	(I-D) (AP) (5¢, 30¢w-d&S, $1.30mo) (none)	Evans & Vandivier, Owners Dave Vandivier, Pub.	Dave Vandivier (e) James Lines (me)	.....	George Yates (bm) Bill Clark (cm)	Charles Clark (ad)	Robert Schroeder (ms)
CLAREMORE 5,494	Progress (e ex Sat. and Mon.) 3,196* Sunday edition (S) 3,196* *Sworn March 31, 1954.	.05 .05	Flat Flat	(I-D) (J) (UP) (5¢, 5¢S, 25¢w, 90¢mo) (Southwest Dailies)	Progress Ptg. Co., Inc. Wheeler Mayo, Pres.	E. K. Livermore (eep-e)	Carl Thomas (ne-sp)	E. K. Livermore (gm)	Joe Wollard (ram)	.....
CLINTON 7,555	News (e ex Sat.) 4,967 Sunday edition (S) 4,967	.055 .055	Flat Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo-d&S) (Southwest Dailies)	Clinton Pub. Co Chas. E. Engleman, Pub.	Chas. E. Engleman (e)	Jack Shelton (ne) Charles Murphy (sp) Betty Smith (we)	Press Meacham (cm)	Roy McCurley (ram) W. B. Hardin (cam)	Donnie Earney (ms)
CUSHING 8,414	Citizen (e ex Sat.) ..... Sunday edition (S)	.055 .055	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 35¢w, $1.30mo) (Southwest Dailies)	The Publishing Co. of Cushing H. M Lachenmeyer, Pres.-Pub.	Robert B. Allen (eep-ne) Robert B. Allen, Jr. (e)	Jack Hagle (ne-sp) Mrs. Marge Wallin (we)	H. M. Lachenmeyer (gm) C. H. Plunkett (cm)	Andrew Hinkle (ad) Mrs. B. Wilson (mga-cam)	Adrian Harmon (ms)
DUNCAN 15,325	Banner (e ex Sat.) 9,431 Sunday edition (S) 9,431	.07 .07	Flat Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (Southwest Dailies)	Duncan Pub. Co	B. L. Abernethy (e) Fred O'Donnell (me) Rex A. Hudson (ce)	Tom Constabile (sp) Mary Catherine Bond (we)	B. L. Abernethy (gm) Bob Frensley (bm) Kenneth Randolph (cm)	P. S. Fernald (ad-mga) Beatrice Hanks (cam)	Leon Collins (ms)
DURANT 10,541	Democrat (e ex Sat.) 6,653 Sunday edition (S) 6,653	.07 .07	Flat Flat	(D) (UP) (5¢, 10¢S, 25¢w, $1.05mo) (Southwest Dailies, Inc.)	Democrat Ptg. Co. R. F. Story, Pres. Bennett Story, Pub.	Bennett Story (eep) R. F. Story (e) Wesley Dickey (me) Doyle May (ce)	Wesley Dickey (ne-Su) Doyle May (sp) Viola Simmons (we)	Bennett Story (gm-bm) Calvin Wylie (cm)	Elmo Martin (mga) Wayne Wylie (cam)	F. V. Bunn (pm-apm) L. E. Price (ms)
ELK CITY 7,962	News (e ex Sat.) 4,888 Sunday edition (S) 4,888	.055 .055	Flat Flat	(I-D) (UP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.25mo) (Southwest Dailies)	Elk City Pub. Co. Paul R. Wade, Pres.-Pub.	Paul R. Wade (eep) Jack Smith (e-me-ce)	Jack Smith (ne) Don Boyett (sp) Anna Jo Weaver (we)	Bill Ansley (gm-bm) Thomas R. Blair (cm)	Bill Ansley (ad-mga-ram) Vesta Throne (cam)	Bill Ansley (pm-apm) Jim O'Hair (ms)
EL RENO 10,991	Tribune (e ex Sat.) 4,611 Sunday edition (S) 4,611	.05 .05	Flat Flat	(I-D) (AP, UP) (5¢, 5¢S, 25¢w-d&S, $1.10mo) (Southwest Dailies)	The Tribune Corp. Ray J. Dyer, Pres.-Pub.	Ray J. Dyer (eep-e) L. D. Ward (me)	L. D. Ward (ne) Mrs. Mildred Coker (we)	Dean Ward (bm) Harry Schroeder (cm)	Dean Ward (mga-ram) Mrs. Hollis Estep (cam)	Dean Ward (pm) Joe Keith (ms)
ENID 36,017 36,017-ABC-CZ	News (m ex Mon.) 14,933 Eagle (e) 7,429 Combined daily (me) 22,362 News (S) 19,900	.... .14 .14	.... Flat Flat	(R) (AP, UP) (5¢, 10¢S, 30¢w-more, 55¢w-m&e) (Burke, Kuipers & Mahoney, Inc.)	Enid Pub. Co. Mrs. Nellie J. Taylor, Pres.-Pub. Mrs. Lucy M. Garber, Co-Pub.	Waldo Clegg (eep) Mrs. M. C. Garber (e) Milton B. Garber (asst. ed.) A. J. Strauss (me) J. Allen Thomas (ce-N) Bob Lear (ce-E)	Zane Miles (sp) Veda Williams (we)	Nellie J. Taylor (bm) John W. Taylor (bm) Elgin E. Freeman (exec. mgr.) Allan L. Clark (cm)	Joe Hardy (ad) Ralph Rogers (nat. ad. mgr.) Melvin Carey (cam)	Roy Harris (ms)
FREDERICK 5,467	Leader (e) 3,966	.05	Flat	(D) (UP) (5¢, 25¢w, $1.00mo) (Southwest Dailies)	R. O. Cull and Temperance B. Newland d.b.a. The Frederick Leader Mrs. J. L. Newland, Pub.	Robert O. Cull (eep-e-me)	Mrs. Gertrude Perkins (ne) Bob Cull (sp) Mrs. J. L. Newland (we)	Robert O. Cull (gm-bm) Carolyn Bates (cm)	Robert H. West (ad-mga-ram) Wyndolyn Givens (cam)	Robert West (pm) R. E. Wingo and Mills M. Wade (ms)
GUTHRIE 10,113	Leader (e ex Sat.) 5,176 Sunday edition (S) 5,176	.06 .06	Flat Flat	(I-R) (UP) (5¢, 5¢S, 25¢w, $1.08mo) (Southwest Dailies)	Guthrie Pub. Inc. Wm. T. Payne, Pres. Ridgeway Zelley, Pub.	Norman Smith (e)	Norman Smith (sp) (ne) Bette Ellen Smith (we)	Ridgeway Zelley (gm) H. O. Gaddis (cm)	Clovis Severe (mga) J. D. Campbell (ram) LaJunta Price (cam)	Ridgeway Zelley (pm)
GUYMON 4,718	Herald (e ex Mon and Sat.) 3,346 Sunday edition (S) 3,346	.06 .06	Flat Flat	(I) (UP) (5¢d, 5¢S, 25¢ w-d&S) (Southwest Dailies)	Texas County Pub. Co. Raymond H. Fields, Pres.-Pub.	Raymond H. Fields (eep-e) Amon E. McKay (exec. e) Amon E. McKay (me) David Taylor (ce)	David Taylor (ne-Su) Dave Taylor (sp) Vera Northrup (we)	Raymond H. Fields (gm-bm) Pat Campbell (cm)	Wm. Sercomb (ad) Mae Moreland (cam)	Dottie Fajen (apm) J. W. Hancock (ms)
HENRYETTA 7,987	Free Lance (e ex Sat.) 3,998 Sunday edition (S) 3,998	.055 .055	Flat Flat	(I) (UP) (6¢, 12¢S, 30¢ w) (Southwest Dailies)	Publications, Inc. J. Leland Gourley, Pres.-Pub.	J. Leland Gourley (eep-e-me)	Edna Robson (ne-Su-sp)	J. Leland Gourley (gm-bm) Gene Fields (cm)	Jerry Mack (ad) Joe W. McBride, Jr., (ram) Katherin Campbell (cam)	J. Leland Gourley (pm)
HOBART 5,380	Democrat-Chief (e ex Sat.) 3,884 Sunday edition (S) 3,884	.05 .05	Flat Flat	(I-D) (UP) (5¢, 5¢S, 20¢w, 85¢mo) (Southwest Dailies)	Democrat-Chief Pub. Co. J. C. Nance, Pres W. R. Hancock, Pub	W. R. Hancock (eep-e)	Al Adams (ne) Joe Hancock (sp) Neville Hancock (we)	C. E. Stoops (cm)	Joe Hancock (ad) Zelda Aker (cam)	A. C. Aker (ms)
HOLDENVILLE 6,192	News (e ex Sat.) 3,635 Sunday edition (S) 3,635	.05 .05	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1.10mo) (Southwest Dailies)	Tom R. Phillips, Owner-Pub.	Tom R. Phillips (eep-e) Ross Cummings (me-ce)	Ross Cummings (ne-Su-sp) Alca Dean Carmichael (we)	Tom R. Phillips (gm-bm) Mickey Lipe (cm)	Lyndell Williams (ad-mga-ram) Yvonne Bishop (cam)	Lyndell Williams (pm-apm) Matthew McBryde (ms)
HUGO 5,984	News (e ex Sat.) 3,711 Sunday edition (S) 3,741	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 25¢ w, $1.00 mo)	The Little Dixie Pub. Co. J. Leland Gourley, Pres. Jack Stamper, Pub.	Jack Stamepr (eep-e) (me-ce)	Gene Nesbit (ne) Fran Willis (we)	Jack Stamper (gm)	Barrett Fellows (ad)	Fay Summers (ms)
LAWTON 34,757 43,848 ABC-CZ	Press (m ex Mon.) 5,635 Constitution (e ex Sat.) 12,079 Combined daily (me) 17,714 Constitution-Press (S) 16,568	.... .12 .12	.... Flat Flat	(D) (AP, UP) (5¢, 10¢S, $1 55mo., $2 40 comb.) (South-west Dailies)	Lawton Publishing Co. Ned Shepler, Pub.	Ned Shepler (eep-e) Ted Ralston (me)	John Clabes (ne) Lew Johnson (sp) Lucille Potter (we)	Bill Bentley (bm) A. H. Ahlschlager (cm-City) Joe House (cm-Area)	R. W. Rice (ad-mga-ram) W. M. Patton (cam)	W. D. Hargraves (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
McALESTER 17,878 17,878-ABC-CZ	News-Capital (e) ⊠ 8,940	.08	Flat	(I-D) (AP) (5¢, 25¢w, $1.10mo) (Southwest Dailies)	News-Capital Co. Lowell S. Turner, Pub.	Howard S. Cowan (eep-e-me-ce)	Baird Martin (ne) Hugh T. German (sp) Maysel Leffel (we)	Lowell S. Turner (gm) Grace C. Manos (bm) O. L. Dabbert (cm)	Jack W. Holbrook (ad-mga-ram-cam)	Jack W. Holbrook (apm) William Holleman (ms)
MIAMI 11,801 21,598-ABC-CZ	News-Record (e ex Sat.) ⊠ 6,578 Sunday edition (S) ⊠ 6,635	.07 .07	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Miami Newspapers, Inc. C. M. Bartlett, Pres.	C. M. (Mac) Bartlett (e-me)		C. M. Bartlett (gm)	Morris McGowen (ad)	
MUSKOGEE 37,289 39,488-ABC-CZ	Phoenix (m) ⊠ 12,045 Times-Democrat (e) ⊠ 3,859 Combined daily (me) ⊠ 15,904 Phoenix (S) ⊠ 15,255 Evening and Sunday (eS) ⊠ 19,763	.... .13 ..... .13	.... Flat ..... Flat	(I) (AP, UP) (5¢m, e or S, 35¢w-m&S, $1.50 mo) (The Branham Co.)	Okla. Press Pub. Co. Tams Bixby, Jr., Pres.-Pub.	Tams Bixby, Jr. (e) John L. Stone (me) Phil Harris (ce-TD) W. J. Kirkpatrick (actg ce-P)	Albert J. Sitter (ne-TD) John L. Stone (Su) Forrest J. Troy (sp) Barbara Anderson (we)	Tams Bixby, Jr. (gm) Tams Bixby, III (bm) Frank S. Whitley (cm)	Ted Chase (ram-cam) Leon J. Wilson (mga-cam)	Ken Sparkman (ms)
NORMAN 27,006 28,551-ABC-CZ	Transcript (e ex Sat.) ⊠ 6,282 Sunday edition (S) ⊠ 6,363	.07 .07	Flat Flat	(I-D) (AP) (5¢, 10¢S, 25¢w) (Burke, Kuipers & Mahoney, Inc.)	The Transcript Co. Fred E. Tarman, Pres.-Pub. Harold R. Belknap and R. V. Peterson, Assoc. Pubs.	Fred E. Tarman (eep-e-me)		Fred E. Tarman (gm) Harold R. Belknap (bm) R. V. Peterson (cir. dir.)	Harold R. Belknap (ad-mga-cam) Hal Cooley (ram)	
NOWATA 3,965	Star (e) 3,067	.05	Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.00mo) (Southwest Dailies)	David P. Johnson d.b.a. Nowata Daily Star David P. Johnson, Pub.	David P. Johnson (eep-e) A. L. Dowthitt (ce)	Albert L. Douthitt (ne) Mrs. Clarice Sorey (we)	David P. Johnson (gm) Bruce Carnett (bm)	Bruce Carnett (ad-mga-ram) Mrs. Clarice Sorey (cam)	Donald Strain (ms)
OKEMAH 3,454	Leader (e ex Sat. and Mon.) 2,584 Sunday edition (S) 2,584	.04 .04	Flat Flat	(D) (AP) (J) (5¢, 5¢S, 20¢w, 85¢mo) (Southwest Dailies)	W. G. Strong, Pres.-Pub.	Jack W. Strong (e)	Troy Williams (ne) Frances Strong (we)	W. G. Strong (gm-bm) Garvin Strain (cm)	Jack W. Strong (ad-mga-ram) Garvin Strain (cam)	John Powell (ms)
OKLAHOMA CITY 243,504 299,825-ABC-CZ	Oklahoman (1) (m) ⊠ 153,227 Times (e) ⊠ 109,596 Combined daily (me) ⊠ 262,823 Oklahoman (S) ⊠ 264,593 Evening and Sunday (eS) ⊠ 374,189 Morning and Sunday (mS) ⊠ 417,820	.55 .50 .75 .75 1.05 1.10	Flat Flat Flat Flat Flat Flat	(I-D) (AP, INS, CDN, RN, NYHT) (5¢m or e, 15¢S, 60¢w) (The Katz Agency, Inc.)	Oklahoma Pub. Co. E. K. Gaylord, Pres.-Pub.	E. K. Gaylord (e) Carl K. Stuart (me) Ralph Sewell (ce-T) Gene Hills (ce-O)	Davis Funderburk (ne-O) Lester Penn (ne-T) Harold Johnson (Su) John Cronley (sp) Margaret Harrison (we)	E. K. Gaylord (gm) Clyde Reeves (cm) G. E. Killian (com)	O. C. Brown (ad) Charles Neel (asst. ad) V. M. Hamilton (mga) W. L. Denison (ram) H. J. Rhodes (cam)	John Blatt (apm) Elmer Hodgkinson (ms)
OKMULGEE 18,317 18,317-ABC-CZ	Times (4) (m ex Mon.) ⊠ 6,886 Sunday edition (S) ⊠ 6,997	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Southwest Dailies)	Times Pub. Co. Donald W. Reynolds, Pres.-Pub.	Joe N. Croom (eep-e) Jo Ann Green (me-ce)	Jo Ann Green (ne) Joe Croom (Su) Galen Turner (sp) Bettye Grant (we)	Joehugh Mansfield (gm-bm) Robert Bledsoe (cm)	Robert Hall (ad-mga-ram) Eula Caston (cam)	Robert Hall (apm) E. C. Hundley (ms)
PAULS VALLEY 6,896	Democrat (e ex Sat. and Mon.) 3,100 Sunday edition (S) 3,100	.05 .05	Flat Flat	(I) (UP) (5¢, 5¢S, 90¢ mo) (Southwest Dailies)	Democrat Printing Co., Inc. Ed Burchfiel, Pres. Ken Reid, Secy.-Treas., Owners.	Ed Burchfiel (ce)	Jimmy Criswell (ne) Pat Engle (we)	K. O. Reid (bm)	Ken Reid (mga) Octo Roberts (ram)	Lewis Owensby (ms)
PAWHUSKA 5,331	Journal-Capital (e ex Sat. and Mon.) 3,332† Sunday edition (S) 3,332†	.05* .05*	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1.00mo) (none)	Osage Newspaper Co. Glen Van Dyke, Pres.-Pub.	Frank Spencer (eep-e)	Mrs. Georgia Ferguson (we)	Glen Van Dyke (gm) Jesse Dixon (bm) Jim Hahn (cm)	Jesse Dixon (ad)	Jesse Dixon (pm-apm) S. J. Love (ms)
	*.06 in combination with Weekly Osage Journal (Friday). †Sworn March 31, 1954.									
PERRY 5,137	Journal (e ex Sat.) 3,439 Sunday edition (S) 3,439	.05 .05	Flat Flat	(I) (UP) (5¢, 5¢S, 30w-d&S) (none)	Perry Journal Co. Avis A. Leatherock, Pres. Milo W. Watson, Pub.	Milo W. Watson (e) Fred G. Beers (me) Gene Taylor (ce)	Arlene O'Neil (we)	Milo W. Watson (gm) Ray Baughman (cm)	Gene Seat (ad) June Harvey (cam)	
PONCA CITY 20,180 20,948-ABC-CZ	News (e ex Sat.) ⊠ 11,123 Sunday edition (S) ⊠ 11,213	.09 .09	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (Burke, Kuipers & Mahoney, Inc.)	Ponca City Pub. Co. Clyde E. Muchmore, Pub.	Gareth Muchmore (e) Ivy M. Coffey (ce)	Larry Osius (sp) Bonnie Hasz (we)	Allan Muchmore (bm) C. C. Winner (cm)	Bob Herr (mga) F. E. Rains (ram)	Harley Hayen (ms)
PRYOR 4,486	Times (e ex Sat.)	.05	Flat	(I) (AP) (5¢, 25¢ w) (Southwest Dailies)	Times Pub. Co. W. W. Morford, Pub.	Tony Holloway (eep)	Mrs. W. W. Morford (we)	W. W. Morford (gm)		
SAPULPA 13,031	Herald (e ex Sat.) 4,308 Sunday edition (S) 4,308	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Southwest Dailies)	Sapulpa Herald R. P. Matthews, (Pres.-Pub.)	R. P. Matthews (eep-e-me) C. R. Matthews (ce)	C. R. Matthews (ne-Su) Max Batchelder (sp) Faye Dunlap (we)	R. P. Matthews (gm) Mrs. R. P. Matthews (bm) Chester Miller (cm)	Ted Olson (ad-mga-ram) Vi Henderson (cam)	R. P. Matthews (pm) Ted Olson (apm) Lawrence DeLong (ms)
SAYRE 3,362	Headlight-Journal (e ex Sat.) 2,884 Sunday edition (S) 2,884	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Southwest Dailies)		W. J. Bacon (e)	Dean Burch (sp) Mrs. W. J. Bacon (we)	W. J. Bacon (gm) W. G. Hardwick (cm)	W. G. Hardwick (ram) Mrs. Faye Trimble (cam)	Sam Dowdell (ms)
SEMINOLE 11,863	Producer (e ex Sat.) 5,051 Sunday edition (S) 5,051	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 25¢ w-d&S, $1.10mo) (Southwest Dailies)	The Producer-News Company H. Milt Phillips, Pub.	H. Milt Phillips (eep-e-me) Clyde Foster (ce)	Clyde Foster (ne-sp) Lissa Bush (we)	H. Milt Phillips (gm-bm) Cecil Hawthorne (cm)	Robt. A. Woodring (ad-mga-ram-cam)	Robert A Woodring (apm) Fay Cauthron (pm) Doyan Dacus (ms)
SHAWNEE 22,948 24,699-ABC-CZ	News Star (m ex Mon.) ⊠ 11,456 Sunday edition (S) ⊠ 11,664	.10 .10	Flat Flat	(I) (AP) (5¢, 10¢S) (Burke, Kuipers & Mahoney, Inc.)	Shawnee News Co. O. S. Stauffer, Pres.	N. B. Musselman (eep-e) Jack Spencer (me) Jack Reese (ce)	Jack Reese (ne) N. B. Musselman (Su) Roy Angel (sp) Ruth Warren (we)	N. B. Musselman (gm-bm) Curtis Byers (cm)	J. W. Tubbs (ad-mga-ram) Virginia Sperry (cam)	J. W. Tubbs (pm-apm) John Lawhon (ms)
STILLWATER 20,238	News-Press (e ex Sat.) 7,374 Sunday edition (S) 7,387	.07 .07	Flat Flat	(I-D) (J) (UP) (5¢, 10¢S, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Stillwater Pub. Co.	R. M. Bellatti (eep-e)		R. M. Bellatti (bm) G. R. Turner (cm)	D L Thomas (ram)	Leo Tunnell (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TULSA 182,740 226,290-ABC-CZ	Tribune (2) (e) ⊠ 71,021	.....	.....	(I-R) (AP, NANA, UP)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.-Pub	Jenkin Lloyd Jones (e) Harmon Phillips (me) Marion Cracraft (ce)	John H. Booker (ne) Jack Charvat (sp) Barbara Lowe (we)			
	World (m) ⊠ 85,842 Combined daily (me) ⊠ 156,853 World (S) ⊠ 145,258	..... .42 .42	..... Flat Flat	(I) (AP, INS, ONA, UP) (5¢, 15¢S, 30¢w-d, 40¢w-d&S, $1.30 w-d, $1.74w-d&S) (The Branham Co.)	World Pub. Co. Maud Lorton Myers, Pub.-Board Chmn.	N. G. Henthorne (e) Sid Steen (me) R. Billings (ce)	Russell Gideon (Su) B. A. Bridgewater (sp) Marilyn Michaelis (we)	Rex. A. Justus (V. P. & bm) L. W. McFetridge (Secty-Treas. & cir. dir.)	Rex A. Justus (ad) M. E. Elder (mga) Carl P. Flynn (local ad mgr) Frank Mattoon (cam)	Clarence Allen (pm) O. M. Harper (ms)

The Tulsa World and the Tulsa Tribune are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company to conduct the operations of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corp., agent; R. L. Jones, Jr., president; L. W. McFetridge, secretary-treasurer and circulation director; Rex A. Justus, vice president, business manager and advertising director; M. E. Elder, manager general advertising; Carl P. Flynn, local advertising manager; Frank Mattoon, classified advertising manager; O. M. Harper, mechanical superintendent; Clarence Allen, promotion manager.

VINITA 5,518	Journal (e) 3,682	.05	Flat	(I) (UP) (5¢, 20¢w, 75¢ mo) (Southwest Dailies)	Vinita Pub. Co. O. B. Campbell, Pres. O. B. Campbell and L. W. Hightower, Pubs.	O. B. Campbell (e-me) Sammy Love (ce)	Sammy Love (ne-sp) Mrs. Mabel Zumwalt (we)	O. B. Campbell (gm-bm-cm)	Francis Taylor (ad) Farlin Campbell (cam)	L. W. Hightower (ms)
WEWOKA 6,747	Times (e ex Sat.) 3,416 Sunday edition (S) 3,416	.05 .05	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Southwest Dealers)	Phillips & Phillips, a Partnership Tom R. Phillips, Pub.	Tom R. Phillips (eep-e-me) Alex Adwan (me-ce)	Alex Adwan (ne-Su) Clyde Foster (sp) Ruth Pierce Skaggs (we)	Tom R. Phillips (gm) Cecil Hawthorne (cm)	Joe W. McBride, Jr. (mga-ram) Mickey Lipe (cam)	Carroll Science (ms)
WOODWARD 5,915	Press (e ex Sat.) 4,458 Sunday edition (S) 4,458	.06 .06	Flat Flat	(I) (UP, INS) (J) (5¢, 65¢mo) (none)	Woodward Daily Press G. C. Lawrence, Pub.	.....	Clark Lawrence, Jr. (ne)	Mrs G. C. Lawrence (bm)	E. H. Smith, Jr. (mga)	H. H. Holmes (ms)

OREGON

ALBANY 10,115 12,734-ABC-CZ	Democrat-Herald (e) ⊠ 9,380	.08	Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	The Democrat-Herald Pub. Co. Ralph R. Cronise, Pres.-Pub.	Wallace C. Eakin (me) George Turnbull, (e)	Maury Sanderson (ne) Art Moyer (sp) Ianthe Smith (we)	Ralph R. Cronise (gm) Ralph B. Lee (asst. gm) Glenn Beaumont (cm) Clifford P. Bryan (com)	Ralph B. Lee (ad) R. B. Lee (cam)	Ralph B. Lee (pm) Ernest Fingerlos (ms)
ASHLAND 7,739	Tidings (e) 2,703	.05	Flat	(R) (UP) (5¢, $1mo) (none)	Ashland Ptg. Co., Inc. Graham M. Dean, Pub.	Graham M. Dean (e) Norman Anderson (ce)	Glenn Prescott (sp) Faith McCullough (we)	Graham M. Dean (bm)	J. G. Anderson (ad-ram) Karlee Tinney (cam)	R. L. Lindner (ms)
ASTORIA 12,331 12,331-ABC-CZ	Astorian-Budget (e) ⊠ 7,016	.07*	Flat	(I) (UP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Astorian-Budget Pub. Co. R. B. Chessman, Pres.-Pub.	Fred Andrus (eep-e-me) Warren Groshong (ce)	Warren Groshong (ne) Philippa Seabrook (we)	R. B. Chessman (gm) J. Verschueren (bm-cm)	Troyer Thompson (mga-ram)	Custer Waddell (ms)

*.08 in combination with weekly (Friday), circulation 326.

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

TULSA, OIL CAPITAL OF THE WORLD

• TO SELL YOUR PRODUCTS IN THE MIGHTY MAGIC EMPIRE MARKET

ADVERTISE THEM IN —

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BAKER 9,471	Democrat-Herald (e) 3,068	.05		Flat (I) (AP) (5¢, $1.25mo)	The Baker Democrat-Herald Co., Inc. Lucien P. Arant, Pres.-Pub.	Lucien P. Arant (eep-e) James W. Eardley (ce)	James W. Eardley (sp)	Lucien P. Arant (gm) J. A. Smurthwaite (cm)	B. M. Ragsdale (ad) La Vifile Pearson (cam)	Harold Wright (ms)
BEND 11,409 12,634-ABC-CZ	Bulletin (e) (ABC) 5,256	.07		Flat (R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	The Bend Bulletin Robert W. Chandler (Ed.-Pub.)	Robt. W. Chandler (eep-e) Phil F. Brogan (Assoc. Ed.) Hadley Roff (ce)	Ralph Conway (sp) Ila S. Grant (we)	Robert W. Chandler (gm) Leonard B. Parker (cm) N. Westcoatt (com)	Tom G. Congleton (ad) R. F. Atkins (cam)	
COOS BAY-NORTH BEND 6,223—Coos Bay 6,099—Nortn Bend 19,801-ABC-CZ	Times (e) (ABC) 9,941	.10		Flat (I) (UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Times, Inc. Sheldon F. Sackett, Pres.-Pub.	Ulla E. Bauers (me-e-eep) Sheldon F. Sackett (e) Gene Briggs (ce)	Kenneth Hess (sp) Helen Johnson (we)	Darwin V. Belleisle (gm) Morris P. Jones (bm) Lois Tindell (cm)	Morris P. Jones (ad-mga-ram) Doris Dennison (cam)	Darwin V. Belleisle (ms)
CORVALLIS 16,207 18,168-ABC-CZ	Gazette-Times (e) (ABC) 5,915	.065		Flat (R) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Corvallis Gazette-Times R. C. Ingalls, Pub.	R. C. Ingalls (eep-e) Bruce K. Myers (me) T. M. Bradley (ce)	Bruce K. Myers (ne) Chris Kowitz (sp) Miss J. McKenzie (we)	R. C. Ingalls (bm) R. Miles (cm)	Arthur Lowe (ad-mga-ram) Mearie Lium (cam)	Arthur Lowe (pm) Esten Winegar (ms)
EUGENE 35,879 56,569-ABC-CZ	Register-Guard (e) (ABC) 31,612 Sunday edition (S) (ABC) 31,618	.16 .16	Flat	Flat (I) (AP, UP) (5¢, 5¢ S, $1.50mo-d&S) (Sawyer-Ferguson-Walker Co.)	Guard Pub. Co. Alton F. Baker, Pres.-Pub.	Alton F. Baker, Jr. (e) Herbert C. Baker (ce)	W. D. Dean (Su) Dick Strite (sp) Ann Connell (we)	Edwin M. Baker (gm-bm) J. E. Fugle (cm)	Robert Bertsch (ad) E. C. Pressman (mga) Edwin M. Baker (ram) Robert F. Shelley (cam)	Arne Strommer (prod. mgr.)
GRANTS PASS 8,116 9,716-ABC-CZ	Courier (e) (ABC) 6,770	.055		Flat (I) (AP) (J) (5¢, $1.00 mo) (none)	Courier Pub. Co. A. E. Voorhies, Pres. Earle E. Voorhies, Pub.	Frank Streeter (eep)	Frank B. Streeter (ne)	Earle E. Voorhies (bm)	Odd Chas. Lunde (ram)	
KLAMATH FALLS 15,875 27,295-ABC-CZ	Herald & News (e) (ABC) 12,147	.09		Flat (I-R) (AP) (5¢, $1.35 mo) (West-Holliday Co., Inc.)	Herald-News Pub. Co. Frank Jenkins, Pres.-Pub.	Frank Jenkins (e) Bill Jenkins (me-ce)	B. Kipp (ne) Clayton Hannon (sp) Ruth King (we)	Frank Jenkins (gm-bm) Maurice Miller (cm)	A. D. Addison (ad-ram) J. A. McDonald (mga) W. H. Totton (cam)	
LA GRANDE 8,635 10,528-ABC-CZ	Observer (e) (ABC) 3,870	.07		Flat (I) (UP) (5¢, $1.25mo) (Shannon & Associates, Inc.)	Grande Ronde Valley Pub. Co. Fred Weybret, Pres. F. E. Weybret, Pub.	F. E. Weybret (eep-e) Stephen Loy (me)	John Myers (ne) Barbara Robinson (sp) Donna Hutchinson (we)	F. E. Weybret (gm) Ray C. Anderson (bm) Thomas Humes (cm)	Ray C. Anderson (ad-mga-ram) Hugh Stevenson (cam)	Ray C. Anderson (pm-apm) Robert Cash (ms)
McMINNVILLE 6,635	News-Register (e) 3,427	.065		Flat (West-Holliday Co., Inc.)	J. B. Bladine,(Pub)	P. N. Bladine (e) W. S. Powell (ne)	Paul Durham (sp) Charlotte Filer (we)	Harold Keckley (cm) D. L. McDermott (bm)	D. L. McDermott (ad) Barbara Fuller (cam)	Lynn Naylor (ms)
MEDFORD 17,305 22,095-ABC-CZ	Mail Tribune (e ex Sat.) (ABC) 14,656 Sunday edition (S) (ABC) 14,851	.095 .095	Flat	Flat (I) (UP) (5¢, 5¢S, 30¢ w, $1.25mo) (West-Holliday Co., Inc.)	Medford Ptg. Co. R. W. Ruhl, Pres.-Pub.	R. W. Ruhl (eep-e) E. C. Ferguson (me) Jack Jackson (ce)	E. C. Ferguson (ne-Su) Richard Jewett (sp) Mrs. Olive Starcher (we)	Ernest R. Gilstrap (gm-bm) Gerald T. Latham (cm)	Herbert G. Grey (ad-mga-ram-cam)	Herbert G. Grey (pm-apm) Robert G. Gilstrap (ms)
OREGON CITY 7,682	Enterprise-Courier (m ex Mon. & Sat.) 7,693 Sunday edition (S) 8,411	.075 .075	Flat	Flat (I-R) (UP) (J) (10¢, 10¢S, $1.25mo) (West-Holliday Co., Inc.)	Enterprise Courier Pub. Co. Edw. P. Kaen, Pub. Pete Laurs, Asst. to Pub.	Dick Revenaugh (eep-e)	Day Churchman (ne) Bob Gaittens (sp) Jean Vellenga (we)	Helen A. Kaen (bm) Bill Smith (cm)	Pete King (ram)	Peter King (apm) Guy Hoyt (ms)
PENDLETON 11,774 12,291-ABC-CZ	East Oregonian (e) (ABC) 8,712	.08		Flat (I) (AP) (J) (5¢, $1.35 mo) (West-Holliday Co., Inc.)	East Oregonian Pub. Co., Inc. Mrs. E. B. Aldrich, Pres.	J. W. Forrester, Jr. (eep-e) Nolan Skiff (me) Merle Gors (ce)	Jerry Turnoy (en) Nolan Skiff (sp) Elsie Dickson (we)	Eleanor Forrester (bm) Everett Bagwell (cm)	Norris P. Stettler (ad) Norris Stettler (mga) Earl Jambura (cam)	Kenneth McDonald (ms)
PORTLAND 373,628 462,833-ABC-CZ	Journal of Commerce (7) (m) 3,435	.11		Flat (I) (J) (10¢, $2.00mo)	Daily Journal of Commerce H. G. Haugsten, Pres.-Pub.	Lew E. Evans (e)			Charles A. Couche (ad) William Caplan (legal adv. mgr.)	
	Oregonian (1) (m) (ABC) 236,289 Sunday edition (S) (ABC) 294,216	.63 .73	.54 .64	(I-R) (AP, CDN, INS, CT-NYN, NANA, RN, NYT) (J) (5¢, 15¢S, 65¢w, $1.95 mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Oregonian Pub. Co. M. J. Frey, Pres.-Pub.	Philip H. Parrish (eep) Robt. C. Notson (me) J. Richard Nokes (ce)	John Piper (ne) John Armstrong (Su) L. H. Gregory (sp) Gwladys Bowen (we)	M. J. Frey (gm) J. R. Somerville (com) L. J. Cascadden (cm)	H. V. Manzer (ad) Richard J. Jones (mga-ad) Jean Callahan (Roto-gravure ad) Robt. E. Moore (ram) Max Taylor (cam)	Richard Millison (pm) Donald R. Newhouse (prod. m)
	Oregon Journal (7) (e ex Sat.) (ABC) 195,441 Saturday edition (Sat.) (ABC) 185,179 Sunday edition (S) (ABC) 214,380	.63 .63 .63	.58 .58 .58	(I) (UP, AP, INS) (5¢, 15¢S, 45¢w-d&S, $1.95 mo) O'Mara & Ormsbee, Inc.	The Journal Pub. Co. Wm. W. Knight, Pres.-Pub.	Tom Humphrey (eep) Arden S. Pangborn (e) Harry Leeding (ce)	Baxter Hubbard (ne) Fred H. McNeil (exec. ne) Ed O'Meara (Su) George Bertz (sp) Mary Lawrence Bennett (we)	Wm. W. Knight (gm) R. D. Young (com) Clayton J. Beaver (cir. dir.)	Harry McLain (ad) Arthur B. Wallace (mga) Wm. N. Wiswall (ram) George Putz (cam)	R. A. Gifford (pm) W. E. Gibbons (ms)
ROSEBURG 8,390 15,818-ABC-CZ	News-Review (e) (ABC) 10,629	.075		Flat (I-R) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	News Review Co., Inc. Frank Jenkins, Pres.	Charles V. Stanton (eep-e) George Castillo (ce)	George Castillo (ne) Jim Vance (sp) Lotus Porter (we)	C. V. Stanton (gm) Addye Wright (asst. bm) A. Fuller Johnson (cm)	Lloyd Stutsman (ad-mga-ram) Marjorie Miles (cam)	Lloyd Stutsman (pm-apm) W. Frederickson (ms)
SALEM 43,140 54,297-ABC-CZ	Capital Journal (e) (ABC) 17,439			(I) (AP, UP) (5¢, $1.25 mo) (Ward-Griffith & West-Holliday Co., Inc.)	Capital Journal B. Mainwaring, Pub.	S. A. Stone (ce)	Alfred C. Jones (sp) Marian Lowry Fischer (we)	Hunt Clark, Chester Dreeszen (assoc. cm)	E. A. Brown (ad-mga) Robt. Sprague (ram) Ray Greene (cam)	E. A. Brown (pm-apm) Frank Lorenz (ms)
	Oregon Statesman (m) (ABC) 17,749 (me) 35,188 Sunday edition (S) (ABC) 17,564 (eS) 35,003	..... .20 ..... .20	Flat Flat	(I-R) (AP) (J) (5¢, 10¢S, $1.45mo) (Ward-Griffith Co., Inc.)	Statesman Pub. Co. Charles A. Sprague, Pres.-Pub.	Charles A. Sprague (eep-e) Wendell Webb (me) Robt. Gangware (ce)	J. Wesley Sullivan (ne) Al Lightner (sp) Mrs. Jeryme English (we)	Wendell Willmarth (bm) Hunt Clark (cm)	Robert Sprague (ad-ram) Phil Gilstrap (mga) Ray Greene (cam)	Robert Sprague (apm)
	NOTE: The Oregon Statesman and Capital Journal are corporately and editorially separate. All business operations are conducted by the jointly owned Statesman-Journal Company. Officers for the special departments are E.A. Brown, Advertising Director; Hunt Clark, Circulation Director; Wendell Willmarth, Comptroller; Frank Lorenz, Mechanical Superintendent.									
THE DALLES 7,676 7,933-ABC-CZ	Chronicle (e ex Sat.) (ABC) 4,256 Sunday edition (S) (ABC) 4,414	.06 .06	Flat	Flat (I) (UP) (5¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Western Publishing Co. Robert S. Howard, Pres. Geo. R. Skaugset, Pub. (Scripps League)	James Weeks (me)	Henry Kane (ne) Robert Moyle (sp) May Rorick (we)	Geo. R. Skaugset (gm) Kenneth Hagen (cm)	Fred Heldt (ad) Della Sinsaubaugh (cam)	Ray McGuire (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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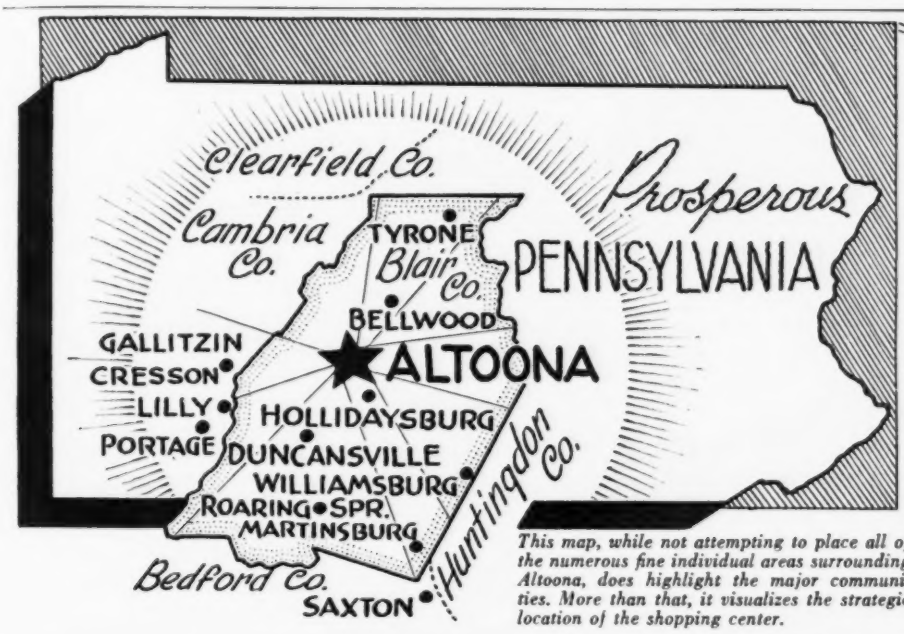
PENNSYLVANIA										
ALLENTOWN 106,756 147,126-ABC-CZ	Call (m) (ⓐ) 65,430	.25	Flat	(I) (AP, INS, UP) (5¢, 10¢S, 30¢w-d, 40¢ w-d&S, $1.28mo-d, $1.73mo-d&S) (Story, Brooks & Finley, Inc.)	Call-Chronicle Newspapers, Inc. David A. Miller, Pres.-Pub. J. C. Shumberger, Chm. of Bd.-Pub.	W. D. Reimert (eep-me) Percy B. Ruhe (e-C) Samuel W. Miller (e-CH) Charles K. Weiser (ce-C) Floyd W. Stickle (ce-Ch)	John Y. Kohl (Su) Joseph McCarron (sp-C) David A. DeLong (sp-Ch) Frances Weishampel (we-C) Martha Schlotterer (we-Ch)	Donald P. Miller (gm) Richard J. Hummel (bm) Edwin R. Horn (cm)	Gen. Charles C. Curtis (ad) P. W. Leisenring (mga) H. H. Weibel (ram) Geo. E. Jordan (cam)	Gordon B. Fister (pm) H. S. Sherman (ms)
	Chronicle (e) (ⓐ) 20,492	.12	Flat							
	Combined daily (me) (ⓐ) 85,922	.28	Flat							
	Call-Chronicle (S) (ⓐ) 65,097	.25	Flat							
	Evening and Sunday (eS) (ⓐ) 85,589	.28	Flat							
ALTOONA 77,177 100,658-ABC-CZ	Mirror (e) (ⓐ) 32,043	.15	Flat	(I) (UP) (J) (5¢, 30¢w, $1.10mo) (Richard E. Beeler)	Mirror Ptg. Co. J. E. Holtzinger (Pres.-gm)	Herman S. Reifsnyder (eep-e-me) J. Edward Benney (ce)	Frank B. White (ne) Edgar P. Short (sp)	J. E. Holtzinger (gm-bm) Frank J. Aigner, Sr. (cm)	Richard E. Beeler (mga-ram) James G. Slep (cam)	D. Oscar Nelson (ms)
	Tribune (m) (ⓐ) 8,244	.10	.09	(I-R) (AP) (5¢, $1.20 mo) (Bottinelli-Kimball, Inc.)	The Times Tribune Co. Theodore Arter, Jr. Pres. A. B. Crane, Pub.	Robert W. Boyer (eep-e) Guy Matlock (ce)	Mrs. Ada Sell (we)	Jos. A. Faul (gm) John Bond (cm) John P. Nardella (bm)	Leo. M. Carroll (ad) Charles Gill (cam)	Charles H. Hall (ms)
AMBRIDGE 16,429	Citizen (e ex Sat.) 7,833	.055	Flat	(I-R) (UP) (J) (5¢, 25¢ w) (Bottinelli-Kimball, Inc.)	Citizen Ptg. & Pub.Co. Mrs. Ione E. McNees, Pres. Vaughn R. Arnold, Pub.	A. T. Thompson (eep-e) V. R. Arnold (me) Susan Morton (ce)	A. T. Thompson (ne) Adam Wolicki (sp) Caryl McNees (we)	Vaughn R. Arnold (gm-bm) Joseph S. Plevel (cm)	William Merz (ad) F. Ray McNees (mga) Wm. J. Merz (ram) Audrey Mottern (cam)	Wm. J. Merz (pm) James Laffey (ms)
ASHLAND 6,192	News (e) 3,231	.04	.035	(R) (UP) (5¢, $1mo) Bottinelli-Kimball, Inc.)	Kyler Pub. Co. Florence E. Kyler, Pres. Hubert H. Strunk, Pub.	Hubert H. Strunk (e)		Isabel Davison (cm)		Clarence Cleaver Edw. J. Lunt (ms)



This map, while not attempting to place all of the numerous fine individual areas surrounding Altoona, does highlight the major communities. More than that, it visualizes the strategic location of the shopping center.

IN GREAT, BUSY PENNSYLVANIA NO STEADIER SALES MARKET THAN THIS!

Altoona is quite the natural, modern shopping center for a fruitful radius of 45 miles. To point it up—here are Altoona—by itself—Sales figures (as of 1953):

Total Retail Sales	**$99,626,000**
Food	**28,675,000**
Apparel	**8,130,000**
General Mdse.	**13,714,000**
Home Furnishings	**8,920,000**
Automotive	**16,025,000**
Filling Stations	**3,545,000**
Bldg. Mat.-Hwde.	**6,326,000**
Drug	**1,998,000**

Source—Consumer Markets.

METROPOLITAN ALTOONA—EFFECTIVE BUYING INCOME . . UP $20,000,000

That's the increase in ONE year. Retail Sales have proportionately advanced — by $3,500,000. And more—Automotive sales upped by $3,000,000. Food Sales—always a lively barometer of economic strength—$41,160,000.

Altoona stores register more than 66% of Metropolitan Altoona's shopping business. 95.1% coverage of the City Zone and better than 80% of the Metropolitan Area . . . and HOME READERSHIP AND SELLING POWER ARE SURELY INDICATED, not to mention the Trade Area popularity.

Shrewd advertisers have recognized all this. Record linage, month after month, as much as 12,000,000 lines in one year. Millions more than are carried by many of the country's big metropolitan newspapers.

Color

THE MIRROR's modern, streamlined handling of color—whether in black and one color, or black and two colors—has won the enthusiastic approval of advertisers. The response to color has been emphatic. Specifications are complied with by experts in this exacting field.

As to the substantial income-producing factors of the entire Altoona market, we refer you to the complete data of the Altoona Survey on this page.

THE MIRROR, Altoona's only evening newspaper, has won well over 96% coverage of the City Zone. It is a popular, delivered-at-the-home-door paper, extremely LOCAL in character. And always remember—over 140,000 people who buy live within the Altoona Trade Area.

THE **ONLY** EVENING NEWSPAPER IN **Altoona.**

Altoona Mirror

RICHARD E. BEELER, ADVERTISING MANAGER

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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BANGOR 6,050	News (e) 2,923	.07	Flat (I) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Charles M. Meredith, Owner	Harry Hess (e) C. Meredith (me)	Harry Hess (sp) William F. Jory (we)	Alfred de Renzis (gm-bm) Ernest Lohman (cm)	Ernest Lohman (ad-cam) J. Pipher (mga)	J. Pipher (pm)
BEAVER-ROCHESTER-ALIQUIPPA-AMBRIDGE 26,132—Aliquippa 6,360—Beaver 7,197—Rochester 16,429—Ambridge 60,883-ABC-CZ	Beaver Valley Times (e) ABC 20,656	.12	Flat (I) (UP) (5¢, 30¢w) (Burke, Kuipers, Mahoney, Inc.)	Beaver Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Jack Malone (e) Ralph Temples (me) W. W. Anderson (ce) Beaver Roch. Gene Tabacchi (ce) Aliquippa-Amb.	Fran Hollendonner (ne) Frank Worbs (sp) Gladys Gibbons (we)	Ray J. Taylor (gm) Adam Jackson (cm)	Daniel Paulovich (ram) Robt. Turner (mga) Don Creamer (cam)	Russell Barley (ms)
BEAVER FALLS-NEW BRIGHTON 17,375—Beaver Falls 9,535—New Brighton	News-Tribune (e) 17,070	.10	Flat (I-R) (AP) (J) (5¢, 20¢w, $1.00mo) (Ward Griffith Co., Inc.)	Tribune Ptg. Co. Margaretta D. Stewart, Pres.	James H. March (eep)	Frances McDanel (ne) Ernie Konvonlinka (sp) Margaret Keller (we)	James H. March (gm) Wm. Behringer (com)	John S. McLean (ad) Wm. Dentzer (mga) Hazel Cox (cam)	Wm. McLean (apm)
BEDFORD 3,521	Gazette (m) 4,872*	.06	Flat (I-R) (AP) (J) (5¢, 25¢w, $1.00mo) (Howland & Howland, Inc.)	Gazette Pub. Co., Inc. John H. Biddle, Pres. Hugo K. Frear, Pub.	Hugo K. Frear (eep) E. R. Edwards (me)	William Jordan (sp)	Owen Roberts (cm)	Harold B. Cessna (ad)	Geo. E. Tritle (ms)
	*Sworn March 31, 1954								
BELLEFONTE	See State College-Bellefonte.								
BERWICK 14,010	Enterprise (e) 6,722	.06	Flat (I) (UP) (5¢, 30¢w, $1.20mo) (DeLisser, Inc.)	Berwick Enterprise Maynard R. Johnson, Pub.	E. A. Fenstermacher (eep-e) Albert Dalberto (ce)	Arthur Wark (sp) Irene Dunn (we)	Maynard R. Johnson (gm) Nicholas Scheno (cm)	C. A. Laubach (ad-ram) M. R. Johnson (mga-cam)	.....
BETHLEHEM 66,340 81,307-ABC-CZ	Globe-Times (e) ABC 24,520	.14	Flat (I) (UP) (5¢, 30¢w) (DeLisser, Inc.)	Bethlehem's Globe Pub. Co. R. L. Adams, Pres-Pub.	Robert. H. Kirkpatrick (eep-e) C. Fred Ritter (me)	Fred Nonnemacher (sp) Mrs. Walter Batt (we)	B. Ellis Service (gm) Frank Urschitz (cm)	Paul Kacsur (ad) Arthur O. Cohen (cam)	Herbert Taylor (ms)
BLOOMSBURG 10,633	Press (m) 9,210	.075	.065 (I) (AP) (J) (5¢. $1mo) (Bottinelli-Kimball, Inc.)	Vanderslice & Eyerly Vanderslice & Eyerly, Pubs.	Edward F. Schuyler (e) Paul R. Eyerly, Jr. (me) Robert E. Fawcett (ce)	Hamilton Rigg (ne) Henry J. Kaska (sp) Miriam Stephens (we)	C. T. Vanderslice (gm-bm) Ray M. Eyerly (cm)	C. T. Vanderslice (ad) Robert R. Eyerly (mga) Doyle Zimmerman (ram)	Marvin Clews (ms)
BRADFORD 17,354	Era (m) 12,141	.085	Flat (R) (AP) (5¢, 35¢w, $1.50mo) (Story, Brooks & Finley, Inc.)	Bradford Publications, Inc. Lester R. Edwards, Pres.	Joseph M. Cleary (eep-e) Fred Totten (me-ce)	Joseph Guido (sp) Anne Zeigler (we)	Henry A. Satterwhite (gm) R. B. Bromeley (bm) W. J. Caldwell (cm)	W. E. Eysinger (ad) M. J. Eysinger (mga) Frank H. Elliott (ram) S. Pascuzzi (cam)	J. M. Cleary and R. B. Bromeley (pm) Wm. E. Eysinger (apm) Earl F. Harlan (ms)
BRISTOL 14,747	Courier (e) 10,785	.10	Flat (R) (UP) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Bristol Printing Co. S. W. Calkins, Pres.-Pub.	George G. Gray (e) J. R. Mather (ce) Sandy Oppenheimer (sp) Joan Nevins (we)	.....	Murray C. Hotchkiss (gm) Don C. Hayman (cm)	Charles J. Maguire (ad-mga-ram) Charles Collins (cam)	William Rielly (ms)
	*.11 in combination with the Levittown (Pa.) Times								
BROWNSVILLE 7,643 13,034-ABC-CZ	Telegraph (e) ABC 8,732	.08	Flat (I-R) (INS) (J) (5¢, 30¢w, $1.25mo) (none)	Brownsville Pub. Corp. T. F. McDonald Pres.	John Matta (eep-e) Robert T. Atwood (ce)	John Matta (ne) Bob Atwood (Su) Robert Petriello (sp)	T. F. McDonald (gm) Charles W. McKinley (bm)	Daniel Goss (mga-ram)	Louis Scach (ms)
BUTLER 23,482 35,551-ABC-CZ	Eagle (e) ABC 20,550	.11	Flat (I-R) (AP) (5¢, 30¢w) (Story, Brooks & Finley, Inc.)	Eagle Ptg. Co., Inc. John Laing Wise, Pres.-Pub.	John Laing Wise (eep-e) William C. Faust (ce)	John L. Wise, Jr. (ne) Michael I. Surkalo (sp) Mrs. Ruth D. Crissman (we)	Vernon L. Wise (gm-bm) James G. Emrick (cm)	W. Vane Ireland (ad-mga-ram) Virgie K. Cooper (cam)	Vernon L. Wise, Jr. (pm) Thos. R. Colley (ms)
CANONSBURG 12,072	Notes (e ex Sat.) 4,665	.06	Flat (I) (UP) (J) (5¢, 25¢w) (Bottinelli & Kimball)	Notes Pub. & Ptg. Co. Robert H. Robinson, Pres.	Geo. A. Anderson (eep) Frances Zele (ce)	Sam Hartsock (sp) Ann Krist (we)	John T. Robinson (gm) Paul Carruthers (bm) Ada M. Dougherty (cm)	Paul L. Carruthers (ad)	A. E. Cowger (ms)
CARBONDALE 16,296	News (e ex Sat.) 5,050	.06	Flat (I) (4¢, 15¢w) (none)	Carbondale Daily News Tom Heth, Pub.	Thomas Gilmartin (eep-me) Tom Heth (e) John Bolak (ce)	Thomas Gilmartin (ne) John Bolak (sp) Marie Pettinato (we)	Tom Heth (gm-bm) Gerard Browne (cm)	Tom Heth (ad) Stan Gardecki (mga-ram-cam)	Tom Heth (pm) Roscoe Whitby (ms)
CARLISLE 16,812 16,812-ABC-CZ	Sentinel (e) ABC 8,076	.075	Flat (I) (UP) (J) (5¢, 25¢w, $1mo) (Howland & Howland, Inc.)	Carlisle Sentinel, Inc. David I. Thompson, Pres.	A. Douglas Thompson (eep-e) Wilbar Halbert (me)	.....	J. V. Thompson (bm) Paul R. Gerhardt (cm)	Foster A. Charlton (mga)	R. E. Brown (ms)
CHAMBERSBURG 17,212 17,212-ABC-CZ	Public Opinion (e) ABC 11,541	.08	Flat (I-R) (AP, SHNA) (4¢, 20¢w, 80¢mo) (Small, Brewer and Kent, Inc.)	Public Opinion Co., Herbert S. Foltz, Pres.	Chas. R. Nicklas (e)	Joseph A. Crist (ne) Vaden P. Richards (sp) Harriet F. Rhodes (we)	Herbert S. Foltz (gm) M. I. Moore (cm)	Charles G. Etter (mga)	Paul R. Gilbert (ms)
CHARLEROI 9,872	Mail (e) 4,904	.06	Flat (R) (UP) (J) (5¢, 30¢w) (Fred Kimball, Inc.)	Mail Pub. Co., Inc. H. E. Price, Pres.	H. E. McCamic (eep) Robert L. Wiper (ce)	John Bunardzya (sp) Bernice Spencer (we)	H. E. Price (gm-bm)	A. J. Reeder (mga)	.....
CHESTER 66,039 76,772 ABC-CZ	Times (e) ABC 36,672	.17	.15 (R) (AP) (INS) (5¢, 30¢w) (Story, Brooks & Finley, Inc.)	Chester Times Pub. Co. Frederick R. Long, Pres.	Hugh Wagnon (e) Fred Echelmeyer (eep) Bud Magnin (me) Cliff Rainey (ce)	Bob Finucane (sp) Frances Campbell (we)	Chauncey L. Eanes (gm) Edw. O'Connor (bm) Ray Noden (cm)	Curtis Reyburn, Lawrence Wood (co-ram) John R. Thomas (cam)	Nicholas Fellman (ms)
CLEARFIELD 9,357	Progress (e) 11,818	.085	Flat (R) (AP) (5¢, 30¢w) (DeLisser, Inc.)	Progressive Pub. Co. W. K. Ulerich, Pres.-Pub.	G. A. Scott (eep-e) R. B. Irwin (me) L. B. Mather (ce)	L. B. Mather (ne) Frank Cardon (sp) Betty Hamilton (we)	W. K. Ulerich (gm-bm) C. B. Thomas (cm)	W. C. Plummer (ad-mga-ram) L. W. Stauffer (cam)	P. W. Roessner (ms)
COATESVILLE 13,826	Record (e) 9,417	.06	Flat (I-R) (AP) (5¢, 30¢w, $1.25mo) (DeLisser Inc. and Wm. Neville & Associates, Inc.)	Coatesville Record, Inc. C. H. Heintzelman, Pres.-Pub.	C. H. Heintzelman (eep) Fred B. Manship (me)	Ralph Flaminio (sp) Dorothy Hall (we)	Geo. H. Heintzelman (gm-bm) J. F. Sides (cm)	W. P. Wood (ad)	J. P. Donahue (ms)
COLUMBIA 11,993 11,993-ABC-CZ	News (e) ABC 4,158	.05	.04 (I-R) (UP) (J) (4¢, 24¢w, $1mo) (DeLisser, Inc.)	Columbia News, Inc. S. S. Crist, Pres.-Pub.	C. H. Gable (me)	B. F. Frank (ne) C. Aston (sp)	E. N. Crist (cm) J. B. Crist (bm) Glenn Baker (gm)	H. D. Kauffman (mga) E. G. Gerth (cam)	Fred Reehl,(ms)
CONNELLSVILLE 13,293 15,903-ABC-CZ	Courier (e) ABC 10,971	.09	Flat (I-R) (INS, UP) (5¢, 30¢w) (Julius Mathews Special Agency)	The Courier Co., Inc. Jas. M. Driscoll, Pres.	Jas. M. Driscoll (eep)	John H. Whoric (ne) Margaret Atkinson (we)	Jas. M. Driscoll (gm) J. Wylie Driscoll (bm) Edw. L. Smith (cm)	R. A. Donegan (mga) J. Wylie Driscoll (ram-cam)	Paul V. Driscoll (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone	Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CORRY 7,911	Journal (e)	3,689	.05		Flat (I) (AP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Corry Evening Journal	George R. Sample (eep-e-me-ce)	George R. Sample (ne) Vance C. Allen (sp) Rita Jackson (we)	George R. Sample (gm-bm-cm)	B. G. Bennett (ad-mga-ram) Helen R. Popovich (cam)	John McLaughlin (me)
DANVILLE 6,994	News (m)	3,678	.04		Flat (I) (AP) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Danville Pub. Co. Ivan Boxell, Pres.-Pub.	Ivan Boxell (eep) Geo. Ohlman (e-ce)	Jack Feeley (ne) Mrs. Berenice Eifert (we) James Moore (sp)	Robert Leedy (bm) Dale Fulmer (cm)	Dorothy Santini (ad)	
DONORA 12,186	Herald-American (e ex Sat.)	3,781	.06		Flat (I) (UP) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. Robert H. Robinson, Pres.	Edward Minshall (e)	Abe Hays (sp) Emma Jene Lelik (we)	John T. Robinson (gm) George L. Higgins (bm) A. Hilinski (cm)	G. L. Higgins (ad) Robert S. Macyar (ram) A. Hilinski (cam)	Jack L. Swanney (ms)
DOYLESTOWN 6,671	Intelligencer (e) *Sworn March 31, 1954.	7,228*	.08	.07	(R) (INS) (J) (5¢, 25¢w, $1.25mo) (Bottinelli-Kimball Inc.)	Intelligencer Co. Stanly W. Calkins, Pres.	George Thompson (e)	Barry Nemcoff (ne) Ford Bothwell (sp) Judy McCann (we)	Murray C. Hotchkiss (gm) Robert M. Hotchkiss (bm) William Hughes (cm)	Elmer Parisea (mga) Robert Maver (cam)	
DU BOIS 11,497	Courier-Express (e)	8,622	.075		Flat (I) (UP) (J) (5¢, 30¢w, $1.50mo) (Bottinelli-Kimball, Inc.)	Courier-Express Pub. Co. H. T. Gray, Pres. L. F. Mohney, W. B. Ross, and J. S. Gray, Co-Pubs.	W. B. Ross (eep-e-me) F. I. Gillung (ce)	Geo. Waylonis (sp) Mary Lou Schalk (we)	L. F. Mohney (gm-bm) Merle E. Ostergard (cm)	L. F. Mohney (mga) L. M. Kearney (ram) M. C. Shaw (cam) M. L. Bloom (ram)	M. L. Bloom (pm-apm) Spencer L. Cross (ms)
EASTON & WILSON, PA.-PHILLIPSBURG, N. J. 35,632—Easton 8,159—Wilson 18,919—Phillipsburg 81,797-ABC-CZ	Express (e)	ABC 45,500	.19		Flat (I) (UP, AP, INS) (6¢, 30¢w, $1.30mo) (Kelly-Smith Co.)	Easton Pub. Co. J. L. Stackhouse, Pres.-Pub.	Donald P. Keith (eep) Robert C. McGiffert (ce)	S. P. Lewis (ne) Miss Catherine McGrath (we)	J. L. Stackhouse (gm) Paul E. McPeek (cm)	Chas. H. Schmell (mga) Fred Hamlen (ram) Edgar F. Bossard, (cam)	Lisle T. Horton (ms)
ELLWOOD CITY 12,945 14,067-ABC-CZ	Ledger (e)	ABC 5,318	.06		Flat (I) (AP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Citizens Pub. & Ptg. Co. W. F. Kegel, Pres.-Pub.	W. F. Kegel (e) W. C. Kegel (me)	Rita Battilocchi (ce) Jack Pearson (sp)	W. F. Kegel (gm) Jos. Palatka (cm)	W. C. Brophy (ad)	Regis Spielvogel (ms)
ERIE 130,803 155,405-ABC-CZ	Dispatch (e) Sunday edition (S)	ABC 40,097 ABC 44,905	.20 .20	Flat	Flat (I) (AP) (UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Reynolds-Fitzgerald, Inc.)	Record Pub. Co. Edward Lamb, Pres.-Pub. W. Howard Parsons, Asst. to Pub.	Joseph Will (me) Joseph C. Martin (ce)	William Koller (Su) Tom MacGuire (sp) Hy Yaple (we)	W. Howard Parsons (gm) Richard T. Wilson (cm)	J. H. Bailey (mga) Fred McCauley (ram) John Kelly (cam)	Henry Andrae (ms)
	Times (e) Sunday edition (S)	ABC 54,301 ABC 40,169	.24 .15	Flat	Flat (I-R) (INS, AP) (5¢, 15¢S, 30¢w, $1.95 mo) (The Katz Agency, Inc.)	Times Pub. Co. Mrs. Mary Mead, Pres. John J., Jr. & George J. Mead, Co-Pubs.	Harold Sullivan (exec. ed.) John J. Mead, Jr. (e) Jos. Meagher (me) Wm. Fowler (ce)	Edward M. Mead (Su) Eugene Cuneo (sp) Patrice English (we)	George J. Mead (gm-bm) N. J. Gingenbach (cm)	R. D. Daley (mga) C. A. Smith (ram) Al. Coleman (cam)	Edw. Hintenach (ms)
FRANKLIN 10,006	News-Herald (e)	8,563	.07		Flat (I-R) (UP) (J) (5¢, 35¢ w) (none)	News-Herald Ptg. Co. Wayne W. Bleakley, Pres.-Pub. (e)	Richard A. Ludwig (me-ce)	Richard Ludwig (ne) Robert Davis (sp) Carolee Kinnear (we)	Geo. A. Fahey (gm) Taylor W. Foster (bm) Richard Allison (cm)	Arthur Dawson (mga-ram-cam)	Arthur Dawson (apm)
GETTYSBURG 7,046	Times (e)	7,611	.065	.06	(I) (AP) (J) (5¢, 18¢w, 50¢mo) (Bottinelli-Kimball, Inc.)	Times & News Pub. Co. S. G. Spangler, Pres.	Paul L. Roy (e) Hugh McIlhenny (me)	Don Bream (sp)	Carl Baum Harry Harmon (cm) Donald Fair (com)	M. J. Svarnas (cam)	Paul L. Ramer (ms)
GREENSBURG 16,923 29,464-ABC-CZ	Review (m ex Mon.) Tribune (e ex Sat.) Combined daily (m&e)	ABC 7,925 ABC 8,650 ABC 16,575	.11	Flat	(I-R) (AP, UP) (5¢, 25¢ w) (Burke, Kuipers	Tribune Review Pub. Co. Angeline Herbert, Pres. David W. Mack, Pub.	Samuel George (e-R) Earl Derby (e-T)	Tom Aikens (sp-R) Robert Hunter (sp-T) Katharine Friedel (so-R) Betty Sam (so-T)	Robert B. Kelly (cm)	W. E. Momeyer (mga-ram) Richard Wilt (cam)	Jack H. Hawkins (ms)
GREENVILLE 9,210 10,625-ABC-CZ	Record-Argus (e)	ABC 6,032	.055		Flat (I-R) (AP) (J) (5¢, 30¢ w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Record-Argus Co. John L. Morrison, Pres.-Pub.	John L. Morrison (e) C. Earl Miller (me) La Verne Langdon (ce)	John Gover (sp) Mrs. Harold Paxton (we)	J. H. Calior (bm) E. J. Sweigard, Jr. (cm)	Richard Rowland (ram)	E. E. Palm (ms)
HANOVER 14,048	Sun (e)	23,393	.12		Flat (I-R) (AP) (J) (2¢, 12¢w) (Burke, Kuipers & Mahoney, Inc.)	Evening Sun Co. Lawrence B. Sheppard Pres.	C. H. Meredith (e) H. B. Hostetter (me) E. H. Wallace (ce)	Edouard Grenier (sp) Julie Jacobs (we)	C. H. Meredith (bm) John E. Flickinger (cm)	Joseph Yingling (mga-ram-cam)	J. H. Dillow (ms)
HARRISBURG 89,544 195,658-ABC-CZ	Patriot (m) News (e) Combined daily (me) Patriot-News (S)	ABC 35,055 ABC 82,044 ABC 117,099 ABC 114,583	.... .38 .30	.... Flat Flat	(I) (AP, CDN, UP, INS) (5¢, 15¢S, 30¢w) (Moloney, Regan & Schmitt)	The Patriot News Co. Edwin F. Russell, Pres.-Pub.	James R. Doran (e) Henry Wilson (ce-P) John Remaly (ce-N)	Arthur Bigelow (ne-N) Al Clark (sp)	David Fair (cm)	Ernest A. Doepke, Jr. (ad) Homer E. Moyer (mga) Harold P. Newhouse (cam)	Wm. Lunsford (pm) Solomon L. Swartz (ms)
HAZLETON-WEST HAZLETON 35,491—Hazleton 6,988—W. Hazleton 55,894-ABC-CZ	Standard-Sentinel (m) Plain Speaker (e) Combined daily (me)	ABC 7,466 ABC 16,214 ABC 23,680	.... .12	.... 	(I) (AP) (J) (5¢, 30¢w) DeLisser, Inc.)	The Plain Speaker-Standard-Sentinel Henry & Frank Walser & M. B. Dershuck, Owners-Pubs.	Frank Walser (me)		Frank Walser (gm) J. E. Barnes (cm)	Harry Sandrock (ad)	
HOMESTEAD-W. HOMESTEAD-MUNHALL 10,046—H 3,257—WH 16,437—M 29,740-ABC-CZ	Messenger (e)	ABC 7,103	.07	Flat	(I-R) (UP) (5¢, 30¢w) (De Lisser, Inc.)	The Messenger Pub. Co.	Irene E. Bonafice (e) A. W. Fitzgerald (ce)	John Johnson (sp) Margaret Frank (we)	H. P. Wiggins, Jr. (gm) A. Drabant (cm)	Leon Miller (mga)	
HONESDALE-HAWLEY 5,662 Honesdale 1,602 Hawley	Citizen-Times (e)	3,350	.05		Flat (R) (AP) (J) (5¢, 20¢ wk) (De Lisser, Inc.)	Citizen Pub. Co. Walter A. Young, Pres.	Edward W. Swoyer (e)	Lorraine Christianson (we)	Dean F. Guinther (bm-cm)	Mrs. Ida Mae Roe (ad) Mrs Nina Martin (cam)	Carl E. Spencer (ms)
HUNTINGDON-MOUNT UNION 7,330—Huntingdon 4,690—Mount Union	News (e)	ABC 10,183	.07		Flat (R) (UP) (J) (5¢, 30¢w) (Howland & Howland, Inc.)	The Joseph F. Biddle Pub. Co. John H. Biddle, Pres.-Pub.	Eugene T. Shore (e) E. Blair Shore (me) Theodore Godshall (ce)	Eugene T. Shore (ne) Mailand McIlroy (sp) Winifred C. Hawn (we)	E. Blair Shore (gm) John H. Biddle (bm) Richard M. Isenberg (cm)	Elmer F. McCartney (ad) Albert Mosser (ram) Barbara Reed (cam)	John H. Biddle (pm) Geary D. Bunn (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
INDIANA 11,743 11,743-ABC-CZ	Gazette (e) ⓐ 11,938	.08		Flat (I-R) (AP, CT-NYN) (J) (5¢, 30¢w, $1.30 mo) (DeLisser, Inc.)	Indiana P. & P. Co. R. H. Ray, Pres. N. D. and R. H. Ray, Pubs.	Wm. L. Ingersoll (eep) R. H. Ray (me) Forrest Lockard (ce)	Forrest Lockard (ne) Bill Summers (sp) Mrs. N. D. Ray (we)	R. H. Ray (gm-bm) Hugh M. Bell (cm)	William Boesman (ad-mga-ram-cam)	Walter Nichols (ms)
JEANNETTE 16,172 22,138-ABC-CZ	News-Dispatch (e ex Sat.) ⓐ 8,410	.07		Flat (I-R) (UP) (5¢, 25¢w, $1.10 mo) (Howland & Howland, Inc.)	Jeannette Pub. Co. J. Graff Bomberger, Pres.-Pub.	J. Graff Bomberger (e) Marion L. Hollendonner (me) Paul D. Teske (ce)	Donald Hall (sp) Eleanor Charlesworth (we)	Lawrence E. Stull (cm)	Michael F. Hubis (mga) Richard E. Miller (cam)	J. Thomas Brooks (ms)
JERSEY SHORE 5,595	Herald (e ex Sat.) 2,478	.035		Flat (I-R) (UP) (J) (4¢, 20¢w)	Herald Pub. Co. John D. DeBiase, Pres.-Pub.	Robert J. Steinhelper (e)	Robert J. Steinhelper (sp) Mary Jane Schreck (we)	Robert E. Stahl (cm)	Robert Stahl (ad)	H. Thompson (ms)
JIM THORPE 6,091	Times-News (e) 2,896	.035		Flat (I) (AP) (4¢, 25¢w) $1.05mo) (Bottinelli-Kimball, Inc.)	Mauch Chunk Times-News Gertrude B. Apfelbaum, Joseph L. Boyle, Co-Pubs.	Joseph L. Boyle (eep-e)		Mrs. Apfelbaum (bm)		
JOHNSTOWN 63,232 105,250-ABC-CZ	Tribune-Democrat (d) ⓐ 61,033	.25		Flat (I) (AP, UP) (5¢, 30¢w, $1.30mo) (none)	The Johnstown Tribune Pub. Co. Walter W. Krebs, Pres.-Pub.	John F. James (exec. ed) C. W. Dressler (eep) Walter W. Krebs (e) Ben Coll (me-day) Pat Malloy (me-night) James W. Krider (ce-day) Saul Spiegel (ce-night)	George Cooper (sp)	Robt. Conrad (cm) Robt. Woy (com)	Carl M. Gillespie (ad) Perry Katzenstein (ram) Margaret Fritz (cam)	Louis D. McCready (pm)
KANE 5,706	Republican (e) 3,495	.04		Flat (R) (UP) (5¢, 25¢w) (Howland & Howland, Inc.)	Kane Republican Co., Inc. G. Scott Smith, Pres.	Tony S. Smith (eep)	Sarah B. Smith (we)	G. Scott Smith (gm)	John B. Cliff (ad)	
KITTANNING 7,731 22,138-ABC-CZ	Simpson's Leader-Times (e) ⓐ 10,518	.06		Flat (I) (UP) (5¢, 30¢w) (De Lisser, Inc.)	Simpson's Pub. Co. Corbin W. Wyant, Pres.-Pub.	Wayne B. Owen (e) Corbin W. Wyant (me) James M. Wyant (ce)	Lawrence O. Karl, Jr. (sp) Ethelyn E. Young (we)	Corbin W. Wyant (gm) Frank M. Shubert (bm-cm)	C. F. Lindberg (ad-ram) Frank M. Shubert (mga-cam)	Corbin W. Wyant (pm) C. F. Lindberg (apm)
LANCASTER 63,774 121,690-ABC-CZ	Intelligencer Journal (m) ⓐ 32,119	.....	.....	(I) (AP, INS) (J) (5¢, 15¢, 30¢w-d, 45¢ w-d&S) (Lancaster Newspapers, Inc.)	Steinman & Steinman, Inc. J. Hale Steinman, Pres. J. F. and J. H. Steinman, Pubs.	John H. Carter (e-NE) Earl E. Keyser (e-LJ) H. C. Brubaker (ce-NE) Harry F. Stacks (ce-LJ)	J. Thomas Barber (Su) Geo. Kirchner (sp-NE) George Crudden (sp-Su) Mrs. Fred Jeffries (we-LJ) Mrs. Marvin Tigner (we-Su)	I. Z. Buckwalter (gm) H. C. Carpenter (bm) Ray W. Gilliland (cd) Willis W. Shenk (com)	C. L. Fountain (ad) J. W. Schupp (mga) L. G. Shenk (ram) Ralph Sides (cam)	M. L. Detwiler (prod. mgr.) C. L. Fountain (apm) W. H. Detwiler (ms)
	New Era (e) ⓐ 44,097	.....	.....		New Era Co. J. F. Steinman, Pres. J. F. and J. H. Steinman, Pubs.					
	Combined daily (me) ⓐ 76,216	.27	Flat							
	Sunday News (S) ⓐ 67,599	.27	Flat							
LANSDALE 9,762 19,649-ABC-CZ	North Penn Reporter (e ex Sat.) ⓐ 7,521	.065		Flat (I) (4¢, 20¢w, 80¢ mo) (Bottinelli-Kimball, Inc. and Felker & Mahony, Inc.	Equitable Pub. Co. George W. Knipe, Pres. Howard C. Berky, Pub.	George W. Knipe (e)			Howard C. Berky (ad) Mrs. Mary Blosser (cam)	Floyd Madtes (ms)
LANSFORD 7,487 7,487-ABC-CZ	Record (e) ⓐ 5,522*	.06		Flat (I) (AP) (J) (5¢, 30¢w) (De Lisser, Inc.)	McCall Publications, Inc. P. J. McCall, Pres.-Pub.	Russel Thomas (me)			Joseph Vadyak (ad)	
	*March 31, 1954									
LATROBE 11,811 15,088-ABC-CZ	Bulletin (e) ⓐ 9,649	.07	.06	(I-R) (UP) (J) (5¢, 30¢ w) (De Lisser, Inc.)	Latrobe Ptg. & Pub. Co. Harry J. Whiteman, Pres.-Pub.	Robt. S. McConnell, (e) Vincent J. Quatrini (me) Robt. L. Luttner (ce)	Vincent J. Quatrini (sp) Barbara Beatty (we)	Harry J. Whiteman (gm-bm) S. E. Saramata (cm)	John D. George (ad-mga-ram) S. E. Saramata (cam)	Andrew Lazarchik (ms)
LEBANON 28,156 35,128-ABC-CZ	News (e-S) ⓐ 21,785	.11		Flat (I) (AP, UP, INS) (J) (5¢, 35¢w) (Story, Brooks & Finley, Inc.)	Lebanon News Pub. Co. Henry L. Wilder, Pres.-Pub.	Adams S. Wilder (e-me) Ted. B. Gress (ce)	Hal Fox (Su) William Parry (sp) Julia B. Mark (we)	Joseph Sansone (gm) Jack Schropp (bm)	S. D. Evans (ad)	Peter Rudegeair (ms)
LEHIGHTON 6,565	Leader (e) 2,933	.035		Flat (I) (UP) (J) (4¢, 18¢w, 75¢mo) (Bottinelli-Kimball, Inc.)	Evening Leader Marion A. Morthimer, Pub.	Wilson L. Barto (me)		Joseph C. Lehr (bm)	Grace A. Rhoads (ad)	
LEVITTOWN 41,000*	Press (e) 11,026	.12		Flat (I) (UP) (5¢, 25¢w, $1.00mo) (DeLisser, Inc.)	Levittown Pub. Co., Inc. Rolland L. Adams, Pres.-Pub.	Samuel Ungerleider (e) Albert Pinsky (ce)	Charles Hove (ne) Charles Lewis (sp) Judy Carson (we)	Bernard Glaser (gm) Frank McKain (cm) Paul Boos (com)	Jule Balaban (ad)	Raymond Bright (ms)
	*Local estimate									
	Times (e) 5,180	.09*		Flat (R) (UP) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Bristol Printing Co. S. W. Calkins, Pres.-Pub.	George G. Gray (e) J. R. Mather (ce) Sandy Oppenheimer (sp) Joan Nevins (we)		Murray C. Hotchkiss (gm) Don C. Hayman (cm)	Charles J. Maguire (ad-mga-ram) Charles Collins (cam)	William Rielly (ms)
	*.11 in combination with the Bristol (Pa.) Courier.									
LEWISTOWN 13,894 13,894-ABC-CZ	Sentinel (e) ⓐ 12,997	.07		Flat (I) (INS) (J) (5¢, 26¢w, $1.00mo) (Howland & Howland, Inc.)	The Sentinel Co. C. V. Rowland, Pres.-Pub.	Martin Stroup (eep-e) Richard S. Ruble (ce)	Richard Ruble (ne) Robert Olson (sp) Walter Searer (we)	C. V. Rowland (gm) Mrs. Jane Grubb (bm) Harry G. Reber (cm)	C. V. Rowland (ad-ram-cam) Jane Grubb (mga)	W. V. Hetrick (ms)
LOCK HAVEN 11,381 13,490-ABC-CZ	Express (e) ⓐ 7,801	.06		Flat (I) (AP) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	The Lock Haven Express Printing Co. Frank D. O'Reilly, Jr., Pres.	Rebecca F. Gross (e) Peter L. Stevenson (ce)	Rebecca F. Gross (ne) James H. Snyder (sp) Martha B. Zeigler (we)	Frank D. O'Reilly, Jr.	Robert S. Forney (ad) Maud G. Fleming (cam)	Charles W. Shultz (ms)
MCKEESPORT 51,502 134,656-ABC-CZ	News (e) ⓐ 35,447	.14		Flat (I) (AP, INS, UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Daily News Pub. Co. W. D. Mansfield, Jr. Pres.-Pub.	W. D. Mansfield, Jr. (e) John M. Orr, Jr. (asso. ed) Maurice E. Moran (ce)	Merrill Granger (sp) (e) Eleanor Kratzer (we)	Robert J. Kurtz (cm)	Mrs. Marion Norton (mga) Joseph L. Pollier (ram) R. M. Beddow (asst. ram) Donald B. Barnhart (cam)	
MAHANOY CITY 10,934	Record-American (e) 6,794	.055		Flat (R) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	American Tribune Pub. Co., Inc. James H. Kirchner, Pres.-Pub.	James H. Kirchner (e) James Carrick (ce)	Jos. H. Davies (ne) Wm. Kern (sp) Grace James (we)	Theodore L. Stevenson (bm) Paul Walters (cm)	Wm. H. Owens (ad) Bette K. Stevenson (mga)	Harry Stahler (ms)

The Word We Dreaded

My husband and I were together when the phone rang. He got up to answer it and I held my breath as I heard his quiet, "Yes, Doctor?"

Then he put the receiver down carefully. His face, when he turned to me, was gaunt and lined, but he was trying to smile.

"Was it—the laboratory tests?" I asked.

He nodded. "We'd better get my bag packed," he said gently. "They want me in the hospital this evening."

We had realized for months that something was wrong. But the pressure of his business postponed action. "Guess I'm a little off my feed," was all he would say.

It took our family physician only ten minutes to change that attitude. He made an immediate appointment with a specialist. And at the end of an anguished week we knew. The laboratory tests confirmed the word we dreaded—"Cancer."

That was a year ago. Modern cancer research saved my husband. That... and the surgeon's skill, the strength of our faith and his own fighting heart. He is alive and well today. For us the story has had a happy ending.

Yet it *isn't* ended. When we think of the thousands of other families tragically broken every year, we feel we still have work to do. Many types of cancer *can be cured* if caught in time.

We tell our friends, "If there are symptoms you don't understand, see your doctor at once." And we *give* to support the constant research of the American Cancer Society in finding the causes and reducing the incidence of cancer.

American Cancer Society

GENTLEMEN:

I want to help conquer Cancer.

☐ Please send me free information about Cancer.

☐ Enclosed is my contribution of $_____ to the Cancer Crusade.

Name_____

Address_____

City_____ Zone____ State_____

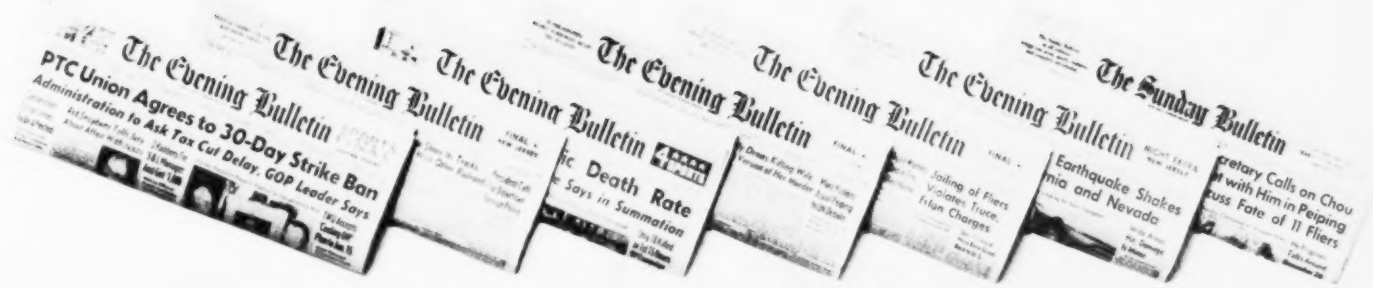
(MAIL TO: CANCER, c/o your town's Postmaster)

Strike back at CANCER . . . man's cruelest enemy . . . GIVE

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
MAUCH CHUNK-EAST MAUCH CHUNK	See Jim Thorpe.									
MEADVILLE 18,972 21,691-ABC-CZ	Tribune-Republican (m ex Sat.) ABC 13,407 Saturday edition (Sat.) ABC 17,791 Republican (e ex Sat.) ABC 1,804 Combined daily (me) ABC 15,211	.... .10	.... Flat	(I-R) (AP) (J) (5¢, 30¢ w, $1.30mo) (DeLisser, Inc.)	Tribune Pub. Co. Edward I. Bates, Pres.-Pub. Robert S. Bates, Co-Pub.	Robert S. Bates (eep-e) K. P. Williams (me)	Jack Martin (sp) Gertrude Dee Thomas (we)	Edward I. Bates (gm-bm) Calvin Kost (cm)	Donald W. Gapp (ad) R. W. Smith(mga-ram)	
MECHANICSBURG 6,786	Local News (e) 1,868	.042	Flat	(R) (5¢) (none)	J. A. Bushman Co. J. A. Bushman, Pres.-Pub.	Suzanne F. Matthews K. Isabella Hess (eep-ce) J. A. Bushman (me)	K. Isabella Hess (ne-sp-we)	J. A. Bushman (gm-bm-cm)	J. A. Bushman (ad-mga-ram-cam)	Lloyd Gates (ms)
MILTON 8,578	Standard (e) 4,893	.05	Flat	(I-R) (UP) (J) (5¢, 25¢ w) (Bottinelli-Kimball, Inc.)	Standard Ptg. Co. William P. Hastings, Pub.	Fred G. Hastings (e) Charles N. Johnson (me)	Jack Whiteman (sp) Edna Seriff (we)	Arthur Miller (cm)	Jack L. Strickland (mga-ram) Mary Walters (cam)	Ardell Emsweller (ms)
MONESSEN 17,896 17,896-ABC-CZ	Independent (e) ABC 6,586	.065	Flat	(I) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Harry R. Pore, Jr. and William H. Pore, Co-Pubs.	Harry R. Pore, Jr. (e)	Mrs. John Hurley (we)	William H. Pore (bm) Lewis Jones (cm)	Kenneth W. Mahan (ad)	Donald Summers (ms)
MONONGAHELA 8,922	Republican (e ex Sat.) 3,996	.06	Flat	(I) (UP) (J) (5¢, 25¢w) Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. Robt. H. Robinson, Pres.-Pub.	Floyd France (eep-me)	Arline McC. Sloan (we) Clair Brown (sp)	John T. Robinson (gm)	Mary A. Barr (mga) Grace T. Higgins (cam)	Kenneth Lusk (ms)
MOUNT CARMEL 14,222 25,659-ABC-CZ	Item (e) ABC 5,701	.055	Flat	(I) (AP) (J) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Mount Carmel Item, Inc. W. Penn Kemble, Pres.	John H. Latshaw (ce)	Ira F. Roadarmel (ne) Burgess S. Morgan (sp) Magdalene Murdza (we)	W. Penn Kemble (gm) Arthur D. Heil (bm) Ben F. Heil (cm)	Stephen A. Milo (ad)	H. L. Anthony (ms)
NANTICOKE 20,160	Press (e)	.035	Flat	(I) (3¢, 10¢w) (Inland Newspaper Representatives, Inc.)	Daily Press Pub. Co., Inc. Benjamin F. Howells, Pres.-Pub.	Benj. F. Howells (e-me) H. Rick (ce)	Ted Thomas (sp) H. Rick (we)	Benjamin F. Howells (gm-bm) D. Howells (cm)	Benjamin F. Howells (ad)	J. Hotchkiss (ms)
NEW CASTLE 48,834 54,003-ABC-CZ	News (e) ABC 22,614	.13	Flat	(R) (CT-NYN, NYHT, INS, UP) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	The News Co., Inc. Richard E. Rentz Pub.	George W. Conway (e) Barton E. Richards (ce)	George W. Conway (ne) Edward H. Fritz (sp) Beulah Ruthrauff (we)	Richard E. Rentz (gm) Edw. J. Ryan (cm)	Fred C. Scheppele (ad) J. Fred Rentz (cam)	C. J. Wm. Gustafson (ms)
NEW-KENSINGTON-ARNOLD 25,146 N. K. 10,263 Arnold 41,854-ABC-CZ	Dispatch (e) ABC 12,711	.10	Flat	(I-R) (UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Aldon Pub. Co. Dear Publications & Radio, Inc.	J. Albert Dear (e) Wm. W. Ahlstrom (me) Joseph Oravec (ce)	Frank Anderson (sp) Eleanor Koontz (we)	Harry Fisdell, (cm) G. H. Coy (bm)	Gerald H. Coy (ad) Vince Zedler (ram) Geo. W. Scott (cam)	E. H. Crail (ms)
NORRISTOWN 38,126 56,937-ABC-CZ	Times Herald (e) ABC 22,077	.15	Flat	(I-R) (AP, INS, UP) (7¢, 42¢w, $1.50mo) (Julius Mathews Special Agency, Inc.)	Norristown Herald, Inc. Frederick S. Fox, Pres.	Frederick S. Fox (eep) T. Edw. Maum (exec. e) Richard J. Welsh (ce) Dick Dean (county ed.)	Felix E. (Red) McCarthy (sp) Rita McInerney (we)	Wm. H. Shelton (gm-bm) John T. McGuire (cm)	Robert I. McCracken (ad) Joseph G. McClellan (mga) Frank E. Bishop (ram) J. Chas. Whitman, II (cam)	John T. McGuire (pm) Robert I. McCracken (apm) Charles F. Stonier (ms)
OIL CITY 19,581 24,299-ABC-CZ	Derrick (m ex Sat.) ABC 12,835 (Sat. m) ABC 12,722 Blizzard (e ex Sat.) ABC 3,255 Combined daily (me) ABC 16,090	.... .10	.... Flat	(I-R) (AP) (J) (5¢, 35¢w) (none)	The Derrick Pub. Co. E. P. Boyle, Pres.-Pub.	H. L. Schultheis (eep) E. P. Boyle (e) W. J. Thompson (me-D) J. A. Rich (me-B)	J. J. Szafran (ne-DB) James Dippel (sp-D) Y. Humphrey (we-D) Jane Johnson (we-B)	R. W. Rhoades (gm) T. J. Moran (bm) Stephen A. Veres (cm)	R. W. Rhoades (ad) W. E. Toy (mga) J. E. Russell (ram) A. R. Thompson (cam)	J. E. Russell (apm) K. W. Rapp (ms)
PHILADELPHIA 2,071,605 2,324,073-ABC-CZ	Bulletin (5) (e ex Sat.) ABC 702,149 Saturday edition (Sat.) ABC 593,090 Sunday edition (S) ABC 699,777	1.20 1.20 1.00	Flat Flat Flat	(I) (AP, INS, NANA, NYT, UP) (5¢, 15¢S, 30¢w, 45¢w-d&S) (own offices in New York and Chicago) Sawyer-Ferguson-Walker Co. and Hal Winter Co. (Florida)	Bulletin Co. Robert McLean, Pres.-Pub. George T. Eager, Ass't to Pub.	Melville F. Ferguson (e) Walter Lister (me) Stanley Thompson (ce)	Stuart S. Taylor (Su) Edwin J. Pollock (sp)	Harry L. Hawkins (bm) Louis Trupin (cm)	Charles W. Detweiler (ad) Harry Keller (mga) William F. Carr (cam)	Barry Urdang (pm) J. P. Grant (ms)
	Dispatch (2) (S)	.70	Flat	(R) (10¢, $3.50 yr) (none)	Phila. Dispatch Pub. Co., Inc. Edwin R. Harris, Pres.	Adolph J. Stern (e) Elinor G. Ellis (asso.-ed)	Jack O Brien (sp) Elinor G. Ellis (we)	Herman M. Ellis (gm) D. M. Rodebaugh (cm)	Larry Ruch (ad)	
	News (1) (e ex Sat.) ABC 185,999 Saturday edition (Sat.) ABC 157,923	.50 .50	Flat Flat	(I-D) (UP, RN) (J) (5¢) (own offices in New York, Chicago, Detroit)	Phila. Daily News, Inc. Matthew H. McCloskey, Jr., Chm. of Bd. Lee Ellmaker, Jr., Pub. Myrtle Ellmaker, Pres.	Louis Ruppel (e) Vincent Clark (eep) Dean McCullough (me) Sigurd Hagen (ce)	Ed Delaney (sp)	G. E. Nelson (gm) Wm. E. Ellmaker (cm)	Edward L. Wingert (ad) Clifford W. Barnhart (ram) John F. Condon (mga)	Cleon Yohe (apm) Fred Humphrey (ms)
	Inquirer (1) (m ex Sat.) ABC 647,807 Saturday edition (Sat.) ABC 604,717 Sunday edition (S) ABC 1,146,321	1.10 1.10 1.55	Flat Flat Flat	(I) (AP, CT-NYN, INS, NYHT, UP) (*S) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Robt. T. Devlin, Jr. (New York), Edw. J. Lynch (Chicago), Geo. S. Dix (Detroit), Fitzpatrick-Chamberlin (Pacific Coast)	Triangle Publications, Inc. Walter H. Annenberg, Pres.-Pub. Joseph First (Vice-Pres.)	Paul McC. Warner (eep) Walter H. Annenberg (e) R. A. Thornburgh (exec. e) John Gillen (me) Morris Litman (ce)	A. Kenneth Miller (ne) Arch C. Luther (Su) Leo Riordan (sp) Mary D. Scholl (we)	George M. Neil (gm) D. M. Podvey (bm) Paul H. Burgdorf (cm)	Gordon Chelf (ad) Robert R. Beck (mga) Bruce Wharton (ram) Joseph H. Hopkins (cam)	Leonard E. Bach (pm-apm) George W. Hoesch (ms)
PHILIPSBURG 3,988	Journal (e ex Sat.) 3,765	.04	Flat	(I) (INS) (3¢, 15¢w, 60¢ mo) (Bottinelli-Kimball, Inc.)	The Daily Journal E. F. Bair, Pub.	E. F. Bair (eep-e) J. E. Bair (me) W. B. McFeeters (ce)	R. P. Rickard (ne-sp)	J. E. Bair (gm) J. A. Bair (am)	Jack Reed (ram)	J. A. Bair (pm) W. B. Wilson (ms)
PHOENIXVILLE 12,932 12,932-ABC-CZ	Republican (e) ABC 5,582	.06	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (DeLisser, Inc. and Felker-Mahony, Inc.)	Phoenixville Pub. Co. H. H. Gilkyson, Jr., Pres.-Pub.	Joseph P. Ujobai (e-me) Joseph F. Rudick (ce)	Harry Hamer (sp) Diane Sharshon (we)	Joseph P. Ujobai (gm) Jeannette Geczy (cm)	Wayne D. Jones (mga) Walter Robinson (ram) Harlen O'Donnell (cam)	Harry Crothers (ms)
PITTSBURGH 676,806 1,153,493-ABC-CZ	Post-Gazette (30) (m) ABC 259,722	.75	Flat	(I) (AP, NYHT) (DJ) (5¢, 30¢w) (Moloney, Regan & Schmitt, Inc.)	P. G. Pub. Co. William Block, Pres.-Pub. Paul Block, Jr., Co-Pub.	Frank N. Hawkins (eep) Andrew Bernhard (e) L. C. MacPherson (me) Joe Shuman (ce)	Al Abrams (sp) Mrs. Anne Ryan Lesh (we)	J. F. O'Connor (bm) George W. Hicks (cm)	H. G. Wyman (ad) Robt. H. Lampee (mga) George Somarindyck (ram) Kay Henry (cam)	A. DiBernardo (pm) Henry Garland (ms)

In Greater Philadelphia,



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PITTSBURGH —Continued	Press (30) (e) ABC 288,174 Sunday edition (S) ABC 472,103	.75 1.00	Flat Flat	(I) (UP, CDN, NANA, SHNA) (*S) (5¢, 20¢ S, 30¢w-d, 50¢w-d&S) (Scripps-Howard Gen. Adv. Dept. and The Kennedy Co.)	Pittsburgh Press Co. F. G. Morrison, Pres.	Robert Taylor (eep) W. W. Forster (e) C. E. Pierson (me) Larry J. Fagan (exec.-ce)	Robert Molyneux (ne) Chester L. Smith (sp) Anne Weiss (we)	F. G. Morrison (bm) Walter Rauck (cm)	Earl J. Gaines (ad) Frank Losch (mga) Melvin G. Patton (ram) Edward J. Dorgan (cam)	Edward Kasun (edit-pm) Bettie Gibson (apm) J. Harold Mintun (prod. mgr.)
	Sun-Telegraph (e) ABC 183,271 Sunday edition (S) ABC 429,495	.65 1.00	Flat Flat	(I) (AP, INS) (5¢, 20¢ S) (Hearst Advertising Service)	Pittsburgh Sun-Telegraph Div. Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. Edward D. Becker (Pub.)	Max Henrici (eep) Royal Daniel, Jr. (me) Byron S. Campbell (ce)	Harold Dietrich (ne) Fred C. Darow (Su) Harry Keck (sp) Marion Leslie (we)	W. J. Poch (bm) Morris J. Schiffman (cd)	J. Lee Austin (ad) Edwin W. Heister (mga) John G. Vollmer, Jr. (ram) M. Chotiner (cam)	Lloyd Anderson (circ. pm) Marlin B. Frost (apm) Andrew R. Mervick (ms)
PITTSTON 15,012 23,606-ABC-CZ	Gazette (e) 5,387	.06	.05	(I-R) (UP) (J) (5¢, 75¢ mo) (DeLisser, Inc.)	Gazette Pub. Co. Willard Peck, Pub.	Tallie Evans (e) John F. Higgins (ce)	Robert Evans (sp)	J. B. Bennett (gm)	Ruth Adams (cam)	Amos Quinn (ms)
	Dispatch (S) ABC 7,991	.07	Flat	(I-R) (INS) (J) (15¢)	Pittston Pub. Co. Wm. A. Watson, Sr., Pres.	Wm. A. Watson, Sr. (eep-e) Wm. A. Watson, Jr. (me) R. B. Cosgrove (ce)	Wm. Wagner (ne) John O'Malley (sp) Joanne Killian (we)		Harry Black (mga)	Joseph Rock (ms)
POTTSTOWN 22,589 28,396-ABC-CZ	Mercury (m) ABC 21,708	.14	Flat	(I) (AP) (J) (5¢, 25¢w, $1.15mo) (Reynolds-Fitzgerald, Inc.)	Pottstown Daily News Pub. Co. William M. Hiester, Pres.-Pub.	Shandy Hill (eep-e) Charles D. Treleven (me) Stanley Zawadzki (ce)	Stanley Zawadzki (ne) Edward Taggert (sp) Joan Tyson (we)	Shandy Hill (gm) Sara J. Beerbrower (bm) Walter S. Zimmerman (cm)	Geo. A. Lessig (ad-mga-ram) Ernest L. Rhinehart (cam)	Wm. M. Hiester (pm-apm) Linwood Decker (ms)
POTTSVILLE 23,640 49,951-ABC-CZ	Republican (e) ABC 27,412	.15	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (De Lisser, Inc.)	J. H. Zerbey Newspapers, Inc. Nelson J. Clayton, Pres.	Kenneth L. Brennan (eep) John J. Richards (e) Joseph H. Zerbey, III (me) Marion Clifford (ce)	Martin Wixted (ne) Willard S. Schraedley (sp) Marian Sheafer (we)	J. H. Zerbey, III (gm) T. A. Davis (bm-cm)	Joseph Gallagher (mga) Francis Toohey (ram) Henry Lightcap (cam)	Kenneth Brennan (pm) Peter J. Kenny (ms)
PUNXSUTAWNEY 8,969 8,969-ABC-CZ	Spirit (e) ABC 5,995	.06	Flat	(R) (UP) (J) (5¢, 30¢w, $1.20mo) (Howland & Howland, Inc.)	Spirit Pub. Co. P. L. Smith, Pres.-Pub.	P. L. Smith (eep-e) Sidney G. Carlton (me) Jack Carlton (ce)	Sid Carlton (me) Ben L. Jones (sp) Marguerite Kovalak (we)	P. L. Smith (gm-bm) Charles Brunner (cm)	William Miller (ad-mga-ram) Wm. Setree (cam)	William Miller (apm) Henry Wolfe (ms)
READING 109,320 155,184-ABC-CZ	Times (m) ABC 35,931 Eagle (e) ABC 48,748 Combined edition (me) ABC 84,679 Eagle (S) ABC 57,343	.... .28 .20	.... Flat Flat	(I) (AP, UP, INS, RN) (J) (5¢, 15¢S, 30¢w-d) (Kelly-Smith Co.)	Reading Eagle Co. Hawley Quier, Pres.-Pub.	Gordon Williams (e-me-T) E. Martz Schoffstall (eep-T) Walter S. Dillon (e-me-E-Su) Raymond S. Hofses (eep-E-Su) John Schanz (ce-T) Thomas Boland (ce-E-Su) Kenneth R. Newbould (Su)	Paul Lukas (sp-e) Melvin Silva (sp-T) Miriam Gruber (we-E) Matthew J. Romanski (we-Su) Wanda Bertolot (we-T)	William J. Rohn (gm) Joseph A. Abey (cm)	Edward J. DeVelin (ad) John Young (mga) Robert L. Lueckel (cam)	John Gerhart (ms)
RENOVO 3,751	Record (e ex Sat.) 2,260	.045	Flat	(I-R) (INS) (J) (5¢, 25¢w) (none)	Renovo Daily Record Harlan Murrelle & Assoc. Harlan Murrelle, Pres.	John J. Southard (e)	Grover M. Young (sp) Irene Nicholas (we)	John Southard (gm)	John J. Southard (ad)	Geo. L. Bender (ms)
RIDGWAY 6,244	Record (e) 3,600	.04	Flat	(I) (UP) (J) (5¢, 30¢w, $1mo) (Howland & Howland, Inc.)	Ridgway Pub. Co. W. H. Hyde, Pres.	W. B. Wagoner (e)	Minnie Pompe (we)	W. B. Wagoner (gm) Mrs. T. G. Schieler (cm)	W. B. Wagoner (mga)	George Martin (ms)
ST. MARY'S 7,846	Press (e) 3,617	.04	Flat	(I) (AP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Daily Press Pub. Co. W. G. Bauer, Pres.-Pub.	H. T. O'Brien (eep-e-me) James A. Dippold (ce)	H. T. O'Brien (ne) H. Martin (sp) Myra Troovac (we)	W. G. Bauer (gm-bm) Geo. T. Wegemer (cm)	James A. Dippold (ad-mga) Geo. T. Wegemer (ram-cam)	James A. Dippold (pm-apm) Geo. T. Wegemer (ms)
SAYRE AND ATHENS, PA.-WAVERLY, N. Y. 7,735—Sayre 4,430—Athens 6,037—Waverly 19,500-ABC-CZ	Times (e) ABC 7,534	.07	Flat	(I-R) (Ap, UP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Sayre Ptg. Co. Mrs. Clara S. Johnston Pres. Dana S. Johnston, Pub.	H. C. Yingling (eep-e) John J. Beahan (ce)	Paul E. Seibel (sp) Shirley Hunter (we)	Dana S. Johnston (gm-bm) Walter Brittain (cm)	Adrian S. Samuels (ad) Mrs. Lucille Conlon (cam)	Harlan Rowe (ms)
SCRANTON 125,536 161,965-ABC-CZ	Times (e) ABC 58,538	.27	Flat	(D) (AP, CDN, CT-NYN, NYHT, UP, NANA, INS) (5¢, 30¢w, $1.30mo) (George A. McDevitt Co.)	The Scranton Times Co. Elizabeth R. and Edward J. Lynett, Partners-Pubs.	Thomas F. Murphy (eep) Edward J. Lynett (e) Edward J. Gerrity (me) Edward J. Donohoe (ce)	William Newhart (ne) Joseph M. Butler (sp)	Thomas L. Moran (gm) Edward J. Cullen (cm)	Humphrey E. Bradley (ad-mga-ram) S. J. Cummings (cam)	Joseph L. Luers (apm) George C. Stevens (ms)
	Tribune (m) ABC 42,958 Scrantonian (S) ABC 48,531 Morning and Sunday (mS) ABC 91,489	.20 .26 .33	Flat Flat Flat	(I-R) (AP) UP, INS) (*S) (5¢, 15¢S, 30¢w-d, 45¢w-d&S, $1.30mo) (Gilman, Nicoll & Ruthman)	Scrantonian-Republican Pub. Co. Herman S. Goodman, Pres.-Co-Pub Richard Little, Co-Pub. The Scrantonian Pub. Co. Richard Little, Pres.-Co-Pub. Herman S. Goodman, Co-Pub.	Robert J. Arthur (e) B. B. Powell (me) Thomas Phillips (ce)	Sam "Chick" Feldman (sp) Mrs. J. Harold Brislin (we)	Herman Bassoff (com) A. L. Trimp (cm)	A. S. Ginsburgh (ad) Edward Lees (ad. mgr.) Richard Litte, III (gen. ad. mgr) Robert Williamson (cam)	
SHAMOKIN 16,879 33,418-ABC-CZ	News-Dispatch (e) ABC 11,756	.08	Flat	(I) (UP) (J) (5¢, 30¢w) (De Lisser, Inc.)	News Pub. & Ptg. Co., Inc. Gertrude Reid, Pres. Robert E. Malick, Pub.	Robert E. Malick (e) William Dyer (me) Howard Siglin (ce)	Paul MacElwee (ne) John Adamiak (sp)	Robert E. Malock (gm-bm) Robert Bird (cm)	Karl A. Hoffman (ad-mga-ram-cam)	John Hoy (ms)
SHARON 26,454 53,639-ABC-CZ	Herald (e) ABC 23,046	.12	Flat	(I-R) (UP) (J) (5¢, 30¢w) (none)	Sharon Herald Co. A. W. McDowell, Pres.-Pub. C. B. Lartz, Co-Pub.	G. A. Harshman (eep-e) J. D. Shatto (me)	John Pepe (sp) Marion Shatto (we)	G. A. Harshman (gm) H. E. Hetu (bm) R. T. Flinn (cm) H. E. Hetu (cam)	E. M Hyde (ad) R. S. Arthur (mga) P. H. Achre (ram) J. H. Cline, Jr. (cam)	G. A. Harshman (pm)

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The Scranton Times

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
SHENANDOAH 15,704 20,452-ABC-CZ	Herald (e) ⓐⓒ 7,652	.055		Flat (R) (UP) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Miss M. Anna Straughn, Pres.	James F. Haas (eep-e) Wm C. Witt (me)	Joe E. Dalton (sp) Theresa Yodis (we)	James F. Haas (bm) Wallace Wiekrykas (cm)	Thomas F. Martin (ad) John R. Dudish (mga-ram) Patricia Donahue (cam)	Thomas F. Martin (pm-apm) Raymond Major (ms)
SOMERSET 5,936	American (m) 6,006	.045		Flat (R) (AP, INS) (4¢, 20¢w, 85¢mo) (Bottinelli-Kimball, Inc.)	Somerset Newspapers, Inc. Henry Baker Reiley Pres, Pub.	Henry Baker Reiley (eep-e) Mary Black (me-ce)	Henry Baker Reiley (ne) Theodore Zellum, Jr. (sp)	C. J. Larmon (gm-bm-cm)	George O, Kamper (mga-ram)	Charles Long (ms)
STATE COLLEGE-BELLEFONTE 17,227—SC 5,651—B	Centre Times (e) 10,256	.08		Flat (I-R) (AP) (J) (5¢, 30¢w, $1.12mo) (Howland & Howland, Inc.)	Nittany Ptg. & Pub. Co. C. G. Aikens, Pres. E. J. Reilly, Asso. Pub.	Jerome Weinstein (e) Jack Yeager (asso. ed.)	Jerome Weinstein (ne) Paul A. Poorman (sp) Mary Rogers (we)	E. J. Reilly (bm) Arthur Diaz (cm)	William Klaban (ad)	
STROUDSBURG-E. STROUDSBURG 6,361—Stroudsburg 7,274—E. Stroudsburg 13,635—ABC-CZ	Record (m) ⓐⓒ 8,505	.08		Flat (I) (AP) (J) (5¢, 35¢w, $1.60mo) (Ottaway Newspapers)	Pocono Record, Inc. James H. Ottaway, Pres.-Pub.	Horace H. Heller (eep-e) John F. Hill (ce)	John F. Hill (ne) Jim Riley (sp) "Bobby" Westbrook (we)	Merle C. Ostrom (gm-bm) Eltan Hall (asst. gm) Kenneth Strunk (cm) Jean Reilly (com)	Lowell H. Cross (ad) Walton F. Deming (mga) Charles H. Edmondson (ram) Don H. Rayburn (cam)	Merle C. Ostrom (pm) Lowell H. Cross (apm) Howard G. Marshall (ms)
SUNBURY 15,570 27,385-ABC-CZ	Daily Item (e) ⓐⓒ 19,368	.11		Flat (I) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Sunbury Daily Item Inc. Harry H. Haddon Pres.	Harry H. Haddon (eep-e) T. Laverne Roberts (ce)	William A. Toland (sp)	Basse A. Beck (gm) George T. McCorkill (cm)	Neal Furman (ad-mga) Dorothy Reigel (cam)	Neal Furman (pm) Walter Weader (ms)
SUSQUEHANNA 2,646	Transcript (e) 2,500	.03		Flat (I-R) (J) (2¢, 50¢mo) (Bottinelli-Kimball, Inc.)	Personally owned, managed and edited by U. G. Baker with two sons, Paul S. Baker and J. Donald Baker assisting.					
TAMAQUA 11,508	Courier (e) 5,373	.06		Flat (I-R) (UP) (J) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	The Evening Courier John M. Harris Estate	David L. Miller (e) Robert Meredith (ce)	Robert Meridith (ne) William McHale (sp) Mary Lou Houser (we)	David L. Miller (gm-bm) Wynne Scott (cm)	Clarence Hess (ad-mga-ram) Mildred Werley (cam)	Clarence Hess (pm-apm) Frank Miller (ms)
TARENTUM 9,540 34,019-ABC-CZ	Valley News (e) ⓐⓒ 18,404	.10		Flat (I) (AP) (J) (5¢, 30¢w) Bottinelli-Kimball, Inc.	News Ptg. Co., Inc. Eugene A. Simon, Pres.-Pub.	George D. Stuart (eep-e) Clemens B. Schwartz (me) Gordon Gaist (ce)	Robert L. Tench (ne) Walter F. Rutkowski (asso. ed.) Robert V. Schank (sp) Geraldine Smith (we)	Eugene A. Simon (gm) Stephen R. Fliss (bm) Virgil Fassio (cm) S. R. Fliss (com)	George N. Scheid (ad) Victor R. Ketchman (mga) George N. Scheid (ram) John P. Pozel (cam)	Eugene A. Simon (pm) George N. Scheid (apm) George P. Paustenbach (ms)
TITUSVILLE 8,923 8,923-ABC-CZ	Herald (m) ⓐⓒ 6,640	.055		Flat (R) (AP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Titusville Herald, Inc. E. T. Stevenson, Pres.-Pub.	E. T. Stevenson (e) Frank S. Holowach (me)	L. F. Thayer (sp)	J. B. Stevenson (gm) W. D. Stevenson (bm) Glenn Patterson (cm)	J. P. Spence (ad)	
TOWANDA 4,069	Review (m) 6,935	.06		Flat (R) (AP) (J) (5¢, 35¢w, $1mo rural, $1.50 mo town) (DeLisser, Inc.)	Towanda Ptg. Co. David M. Turner, Pres.-Pub. T. J. Finn, Co-Pub.	David M. Turner (eep-e) Staley N. Clarke (me) Ashton Merrill (ce)	Kenneth McNeal (ne) Ashton Merrill (sp)	Thomas J. Finn (gm-bm)	Henry T. Rockwell (ad)	Ashmun Parsons, Jr. (ms)
TYRONE 8,214 9,559-ABC-CZ	Herald (e) ⓐⓒ 3,311	.04		Flat (I) (INS) (J) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	Tyrone Herald Co. P. M. Kienzle, John C. Chamberlain, P. K. Miles, Jr., Partners			P. M. Kienzle (gm) John J. Clark (cm)	John C. Chamberlain (ad)	P. K. Miles, Jr. (ms)
UNIONTOWN 20,471 45,602-ABC-CZ	Herald (m) ⓐⓒ 10,460 Standard (e) ⓐⓒ 19,069 Combined daily (me) ⓐⓒ 29,529	.... .16	.... Flat	(R) (AP) (J) (5¢, 30¢w) (I-D) (UP) (Bottinelli-Kimball, Inc.)	Uniontown Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Joe L. Dickson (e-H) Arnold Goldberg (e-S) Phil Connelly (ce-H) Walter J. Storey, Jr. (ce-S)	Robert T. Wood (sp-H) Torrence W. Trent (sp-S) Edith Sturgis (we-H) Barbara Cloud (we-S)	Robert Schmidt (bm) William S. Lloyd (cm)	Lindsey E. Bierer, Sr. (ad) John W. Duff (cam)	Don C. Hayman (pm) Edward E. Miller, Sr. (ms)
VANDERGRIFT 9,524	News (e) 3,750	.04		Flat (R) (UP) (4¢) (Howland & Howland, Inc.)	The Vandergrift News Pub. Co. Herbert D. Brauff, Pres.-Pub.	George M. Spiher, Jr. (e)	Rich Macino (sp) Mrs. L. Drummond (we)	William D. Hays (bm) Walter Hunger (cm)	Geo. Duncan (ad)	William D. Hays (ms)
WARREN 14,849	Times-Mirror (e ex Sat.) 8,602	.065		Flat (AP) (5¢, 25¢w, $1mo) (Bottinelli-Kimball, Inc.)	Times Pub. Co., Inc.	Edward C. Lowrey (eep) Rell Hoskins (ce)	Stanley Johnson (sp) Lila Schuler (we)	Mrs. W. A. Walku (bm) Howard Clark (cm)	J. Knoll (ad-mga-ram)	S. Saylor (apm) Eugene Connors (ms)
WASHINGTON 26,280 35,604-ABC-CZ	Observer (m) ⓐⓒ 14,667 Reporter (e) ⓐⓒ 8,382 Combined daily (me) 23,049	.... .14	.... Flat	(I-R) (AP, UP) (5¢, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	Observer Pub. Co. Margaretta D. Stewart, Pres.	J. C. Day (e-O) Guy R. Day (e-R)	Ruth Rutherford (we-R) Mary Patterson (we-O)	James S. Lyon (gm) Campbell B. March (cm)	George R. Stewart (ad. mgr.) Margaret McPeake (cam)	
WAYNESBORO 10,334	Record-Herald (e) 7,137	.06		Flat (I-R) (AP) (J) (5¢, 25¢w, $1.00mo) (DeLisser, Inc.)	Record-Herald Pub. Co. Inc. Floyd Chalfant, Pres. Mrs. Paul F. Chalfont, Pub.	W. B. Curry (me)	W. J. Davis (ne-sp) Jeannette Reid (we)	W. H. Shryrock (gm) James E. Rumberger (cm)	J. Robt. Baugher (ad)	John Price (ms)
WAYNESBURG 5,514	Democrat Messenger (m) 5,041	.06		Flat (I) (AP) (5¢, 30¢w, $1.20mo) (Bottinelli-Kimball, Inc.)	Democrat Pub. Co. Robt. H. Robinson, Sr., Pres.-Pub.	Floyd Miller (eep-e) Robert Fraser (ce)	Mel Hart (sp) Dorothy Troutman (we)	Mrs. R. H. Robinson, Jr. (gm-bm) Paul Loar (cm)	Robert T. Robinson (ad) Verda Brumage (cam)	
WEST CHESTER 15,168 15,168-ABC-CZ	Local News (e) ⓐⓒ 12,634	.09		Flat (I) (UP) (5¢, 30¢w) (Julius Mathews Special Agency)	Daily Local News Co. W. Waldo Hayes, Pres.	Henry L. Brinton (eep-e)	William H. Dean, Jr. (ne) Hugh V. McDevitt (sp) Mary A. Mateer (we)	Jos. B. Taylor (gm-bm) Kenneth C. Fell (cm)	John A. Callahan (ad-mga-ram-cam)	Jos. B. Taylor (pm) John A. Callahan (apm) Calvin G. Bostelle (ms)
WILKES-BARRE 76,826 169,479-ABC-CZ	Record (m) ⓐⓒ 29,848 Times-Leader-News (e) ⓐⓒ 59,325 Combined edition (me) ⓐⓒ 89,173 Sunday Independent (S) ⓐⓒ 46,840	.... .32 .18	.... Flat Flat	(I-R) (AP) (5¢, 24¢w, $1.04mo) (Reynolds-Fitzgerald, Inc. and Story, Brooks & Finley, Inc.) (I) (I) (UP) (15¢) (none)	W-B Pub. Co. Harrison H. Smith, Pres. John A. Hourigan, Jr., V. P. & Secy.	Robert W. Johnson (eep-me-R) John J. McSweeney (eep-TLN) Joseph T. Murphy (me-TLN) Thomas E. Heffernan (e-me) Joseph F. Dutko (ce)	Robert Patton (sp-R) B. G. Blackman (sp-TLN) Margaret J. Roche (we-R) Gertrude McNeilis (we-TLN) Sheldon Wintermute (ne) Tom Moran (sp) Elizabeth Brennan (we)	A. DeWitt Smith (cm) Eugene F. Durkin (bm-cm)	Thomas A. Gavin (mga) M. M. Bartlebaugh (ram-R) James A. Crawley (ram-TLN) N. E. Nelson (cam)	Wm. McDonald (ms) David Livingstone (ms)

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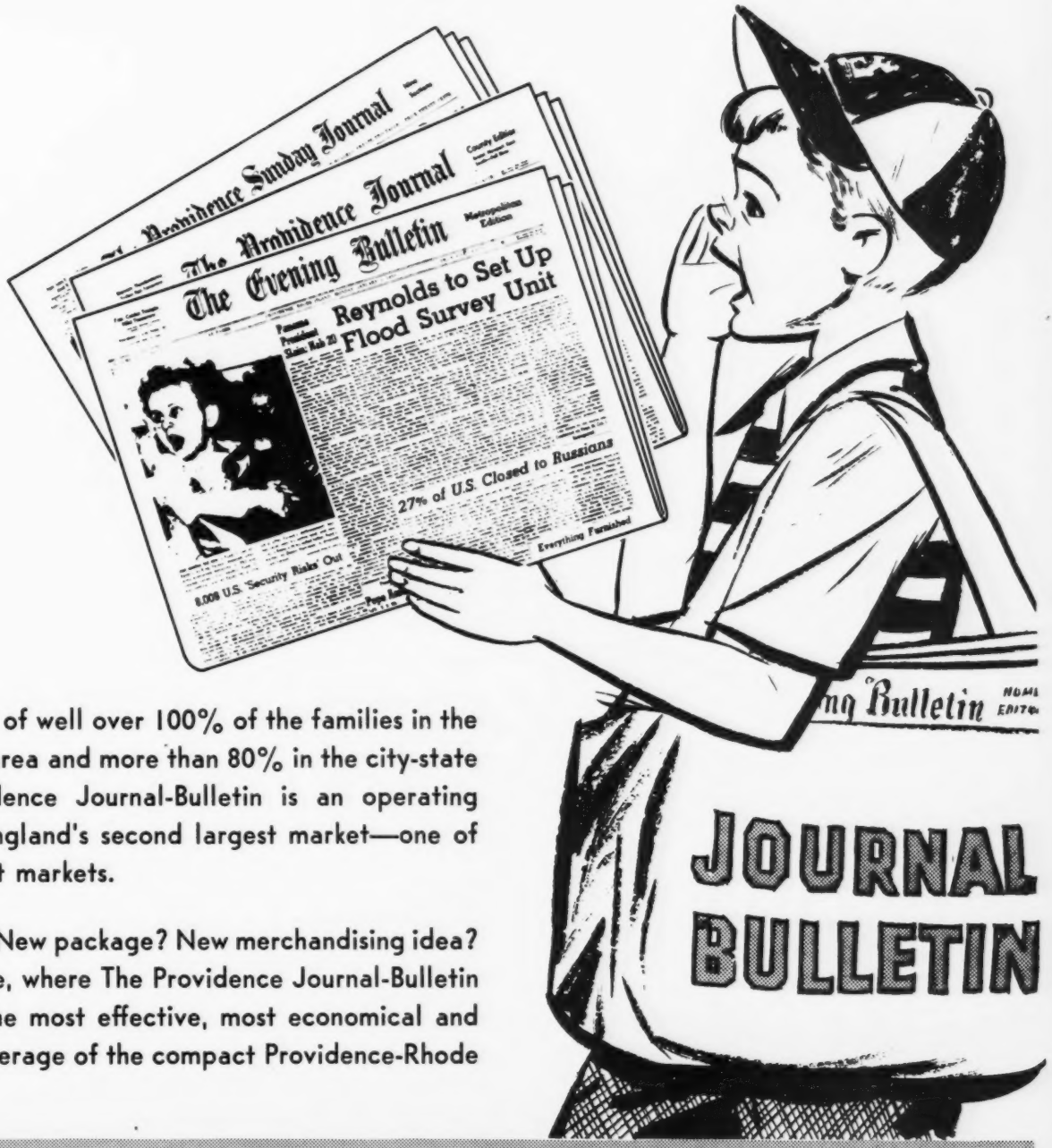

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WILLIAMSPORT 45,047 61,379-ABC-CZ	Gazette & Bulletin (m) ABC 7,349	.....	.....	(I) (AP, UP) (6¢, 36¢w) (Story, Brooks & Finley)	Sun Gazette Co. John E. Person, Pres. Ernest M. Case, Pub.	Clifford Thomas (e-GB) Paul G. Gilmore (e-S) Quinton E. Beauge (exec. ed.) Frank A. Ziegler (ce-S) John McNichol (ce-GB)	Raymond J. Keyes (sp-S) Michael Bernardi (sp-GB)	W. Van Person (gm) John E. Person, Jr. (bm) David N. Smith (cm)	Paul E. Case (mga) John R. Corbett (ram) Paul C. Shebest (cam)	.....
	Sun (e) ABC 23,558	.....	.....	(I)						
	Combined daily (me) ABC 30,907	.14	Flat							
	Grit Williamsport edition (S) 40,566	.18	Flat	(I) (AP) (J) (10¢S, $1.75-6mos., $3.50 yearly) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Grit Pub. Co. George R. Lamade, Pres.-Pub. Howard J. Lamade, Co-Pub.	Kenneth D. Rhone (e) David D. Geesey (me) John B. Willmann (ce)	Richard F. Williamson (ne) William J. Kehoe (sp)	George R. Lamade (gm) Ralph R. Cranmer (bm) Paul E. Fink (cm)	Gilbert E. Whiteley (mga) Wesley S. Dodge (ram)	Chester L. McGarr (ms)
	Pennsylvania edition (S) 147,784	.70	Flat							
	National edition (S) 812,640	3.00	Flat							
YORK 59,953 104,470-ABC-CZ	Dispatch (e) ABC 30,251	.18	Flat	(I-R) (AP, NYHT, UP) (J) (5¢, 24¢w, $1mo) (Reynolds-Fitzgerald, Inc.)	Dispatch Pub. Co. D. Philip Young, Pres.-Pub.	Harry D. Immel (eep) H. Danner Chronister (e-me) Charles F. Moore (ce)	Vernon Heilman (ne) Robert Reichley (sp)	D. Philip Young (gm) Irwin B. Quickel (bm) Elby Lehman (cm)	Ralph M. Stagemyer (ad-ram) Irwin B. Quickel John G. Enders (cam)	Wm. A. McGuigan (ms)
	Gazette & Daily (m) ABC 34,298	.19	Flat	(I) (AP) (J) (5¢, 20¢w) (Ralph R. Mulligan)	York Gazette Co. Charles M. Gitt, Pres. J. W. Gitt, Pub.	J. W. Gitt (e) Charles M. Gitt (exec. e) James Higgins (asst. e) Louis F. Stone (me) James F. Isenberg (ce)	Edward K. Schaeberle (sp)	J. W. Gitt (gm-bm) Michael B. Rebert (cm)	Gilbert A. Deitz (ad) David Glatfelter (cam)	Michael B. Rebert (pm) Joseph H. Keagy (ms)

RHODE ISLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEWPORT 37,564 44,946-ABC-CZ	News (e) ABC 11,628	.09	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	E. A. Sherman Pub. Co. Mrs. Edw. A. Sherman, Pres. E. A. Sherman, Jr. and Albert K. Sherman, Pubs.	Ed. A. Sherman, Jr. (e) James G. Edward (me) Emil E. Jemail (assoc. ed.-ce)	.....	Albert K. Sherman (gm) Francis I. Greene (bm) Hugh J. McGowan (cm)	Albert K. Sherman (mga) Carl O. Gustafson (ram) Mrs. Lorain P. Mihlbauer (cam)	.....
PAWTUCKET-CENTRAL FALLS 81,436 P 23,550 CF 104,986-ABC-CZ	Times (e) ABC 38,858	.16	Flat	(I-R) (AP, UP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	Times Pub. Co. Edw. B. Aldrich, Pres. Stanley T. Black, Pub.	John J. Monaghan (eep-e) Sylvester Sprague (me) Jas. Murphy (ce)	Walter Wilcock (ne) Edw. Mulcahey (sp)	S. T. Black (gm) Chester M. Spooner (bm) George Weavill (cm)	I. R. Van Aurmen (ad-mga-ram) Philip Holt (cam)	C. M. Spooner (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PROVIDENCE 248,674 462,383-ABC-CZ	Bulletin (2) (e) ABC 145,400 Journal (m) ABC 48,629 Combined daily (me) ABC 294,029 Journal (S) ABC 179,065 *.42 holiday only.	.... .48 .45*	.... Flat Flat	(I) (AP, ONA, UP, RN, NANA, CDN) (*S) (5¢, 20¢S, 30¢w, $1.30 mo) (Ward-Griffith Co. Inc.)	Providence Journal Co. G. Pierce Metcalf, Pres. John C. A. Watkins, Pub.	Sevellon Brown 3rd (e) Michael J. Ogden (me) Delmar A. Milne (asst. me-J) Albert J. Ashworth (asst. me-B) Charles H. Spilman (ce)	John W. Hawkins (Su-J) Barney Madden (sp) Catherine Lynch (we-S)	Wm. R. Denny (gm for adv. & sales) James B. Stickley (gm for administration) Thos. F. Farrelly (bm-cm) William C. Ellis (treas.)	Arthur L. Poorman (mga) Archie MacDonald (ram) James A. Doherty (cam)	Clifford A. Shaw (pm) Arthur E. Lothrop Jr. (apm) George L. Green (prod. mgr.) Garrett D. Byrnes (prod. e)
WESTERLY 12,380 (town) 17,649-ABC-CZ	Sun (e ex Sat.) ABC 7,679 Sunday edition (S) ABC 7,587	.08 .08	Flat Flat	(R) (AP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Julius Mathews Special Agency)	The Utter Company Wilfred B. Utter, Pres. Geo. B. Utter, Pub.	George B. Utter (eep-me) C. Starr Barker (ce)	C. Starr Barker (ne) Abe Soloveitzik (sp)	Geo. B. Utter (gm) Charles W. Utter (bm) Geo. H. Utter (cm)	Wilfred B. Utter (mga-ram-cam)	Lewis R. Greene (ms)
WEST WARWICK 19,096 (town) 19,096-ABC-CZ	Pawtuxet Valley Times (e) ABC 7,469	.07	Flat	(I) (INS) (J) (4¢, 25¢ w) (Inland Newspaper Representatives, Inc.)	Pawtuxet Valley Daily Times, Inc. Mrs. Thirza M. Hudson, Pres.	Mrs. Thirza M. Hudson (e) Daniel T. Burns (me)	Wilton P. Hudson (ne) Ambrose R. Smith (sp)	Daniel T. Burns (gm-bm) Raymond F. Havens (cm)	Daniel T. Burns (ad-mga-ram) Raymond F. Havens (cam)	Daniel T. Burns (pm-apm) Earl P. Knight (ms)
WOONSOCKET 50,211 64,596-ABC-CZ	Call (e) ABC 25,494	.11	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Gilman, Nicoll & Ruthman)	The Evening Call Pub. Co. Charles W. Palmer Pres. Buell W. Hudson, Pub.	Paul L. Smith (eep-me) Charles W. Palmer (e) William A. Crouse (ce)	Daniel J. Kelleher (ne) Gregory C. Greene (sp) K. Eileen Doyle (we)	Andrew P. Palmer (gm) Buell W. Hudson (bm) Morris Shorr (cm)	James A. Mahoney (ad-ram) Buell W. Hudson (mga) Nellie I. Staples (cam)	Buell W. Hudson (pm) Carleton A. Braga (ms)

SOUTH CAROLINA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AIKEN 7,083	Standard and Review (m ex Sat.) 3,458*	.07	Flat	(I-D) (UP) (J) (5¢, 25¢w, $1.10mo) (Thos. F. Clark Co., Inc.)	B. J. King Printing Co. Mrs. Annie H. King, Pres.-Pub.	Annie H. King (eep-e) A. M. MacKinnon (me)	Albert T. Howell (sp) Sue Howard (we)	W. G. Howell (bm) Edgar N. Brady (cm)	Mrs. Grace Lowther (cam)	.....
ANDERSON 19,770 31,839-ABC-CZ	Independent (m) ABC 41,687 Mail (e) ABC 8,663 Combined daily (me) ABC 50,350 Independent (S) ABC 42,170 Evening and Sunday (eS) ABC 50,833	.... .21 ..... .21	.... Flat ..... Flat	(I-D) (AP, INS, NANA) (5¢, 15¢S, 30¢w-d, 35¢w-d&S) (The Katz Agency Inc.)	Independent Pub. Co. Wilton E. Hall, Pres.-Pub. B. Palmer, V.P. & Secty.	L. S. Hembree (e-I) J. B. Hall (e-Mail) S. A. Hall (me-I) James R. Young (asso. ed. Mail) Jim Blessing (ce-I) Carey Hayes (ce-Mail)	Jim Brown (ne-Mail) William Davis (ne-I) T. F. Acker (Su) Red Canup (sp-I) Brent Breedin (sp-M) Carolyn Hodges (we-I) Pansy Lane (we-Mail)	Wilton E. Hall (gm-bm) J. D. McCoy (pro. mgr.) W. G. Griffin (com)	J. J. Findley (ad) Marvin Burts (mga) Herbert Hall (cam)	J. D. McCoy (pm) Clyde Welch (me-I & Mail)

*Sworn March 31, 1954.

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

NOW IN OUR NEW HOME

THE STATE and THE COLUMBIA RECORD, South Carolina's Largest Newspapers, located in Columbia, South Carolina's Capital and Largest City, now occupy the beautiful new building, pictured at left. It is one of the most modern and best equipped newspaper plants in America.

Our new home was built with faith in the future of the New South—and Columbia and South Carolina in particular. It will enable THE STATE and THE COLUMBIA RECORD, for many years to come, to keep pace with the newspaper needs of both advertisers and readers.

A new eight-unit high-speed Goss Headliner press and many other items of new equipment have been added, enabling us to print ROP color daily and Sunday.

Now, more than ever, you will find THE STATE and THE COLUMBIA RECORD your most effective salesmen throughout this ever-growing rich market.

Multiply the impact of your sales message by using a full-color schedule in THE STATE'S MAGAZINE Section, only Locally-Edited Color Gravure Magazine in the two Carolinas.

The State (Morning and Sunday) The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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CHARLESTON 70,174 134,608-ABC-CZ	News & Courier (m) 50,717 Post (e) 29,318 Combined daily (me) 80,035 News & Courier (S) 60,533 Evening and Sunday (eS) 89,851	.... .29 .... .31	.... Flat .... Flat	(I) (AP, UP) (5¢, 15¢S, 30¢w-e, 35¢ w-m&S, $1.30mo, $1.50 (A&S) (The John Budd Co.)	The News & Courier Co. Eve. Post Pub. Co. Edward Manigault, Pres.-Pub.	T. R. Waring (e-NC) R. M. Hitt, Jr. (e-P) E. A. Cutts (me-P) James A. Best (me-NC) S. A. Coctran (ce-NC) A. M. Wilcox (ce-P)	N. J. Sams (sp-P) Neyle Baker (sp-NC) Mrs. Jean Bosworth (we-NC) Mrs. Charlotte Walker (we-P)	H. T. McGee (gm) H. T. McGee, Jr. (bm) C. B. Williams (cm)	Carl W. Pollock (ad) T. Miles Burbage (mga) B. T. Williams (ram) J. S. Oliver (cam)	H. M. Duke (ms)
COLUMBIA 86,914 127,171-ABC-CZ	Record (1) (e) 29,261 State (1) (m) 77,003 Combined daily (me) 106,264 State (S) 83,108 Evening and Sunday (eS) 112,369	.... .34	.... Flat .... Flat	(I-D) (AP, UP) (*S) (5¢, 15¢S, 30¢w-m, 30¢w-e, 35¢w-m&S) (The Branham Co.)	Record Pub. Co.· State Co. J. M. Blalock, Pres. (RS) Pub. (R) S. L. Latimer, Jr., Pub. (S)	S. L. Latimer, Jr. (e-S) Geo. A. Buchanan, Jr. (e-R) John A. Montgomery (me-S) Henry Cauthen (me-R) H. C. Booker, Jr. (ce-S) A. C. Carson, Jr. (ce-R)	Lloyd Huntington (ne-R) W. T. McMahan, Jr. (ne-S) John A. Montgomery (Su) Van Newman (sp-R) J. E. Penland (sp-S) Mrs. Mary B. Booker (we-S) Mrs. Lois Quattlebaum (we-R)	J. M. Blalock (gm) J. C. McWaters (cm-S) H. Ray Antley (cm-R)	R. D. Haltiwanger (ad-ram) J. J. Marshall (mga) C. A. Montgomery (cam)	Thomas Crenshaw (ms)
FLORENCE 22,513 26,183-ABC '53-CZ	News (m) 13,571 Sunday edition (S) 14,140	.11 .11	Flat Flat	(D) (AP) (5¢, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	The Florence Ptg. Co. J. M. O'Dowd, (Pres.-Pub-E)	J. M. O'Dowd (eep-e) Arthur Beauchamp (ce)	Jack O'Dowd (Su) James Howle (sp) Frances Withington (we)	J. M. O'Dowd (gm) Ed. F. Moore (cm)	George Poynter (mga) Clifton Green (ram) E. B. Clarke (cam)	Clifton Green (apm) Leroy Harris (ms)
GREENVILLE 58,161 107,520-ABC-CZ	News (m) 73,776 Piedmont (e) 24,364 Combined daily (me) 98,140 News (S) 78,845 Evening and Sunday (eS) 103,209	.... .34 ..... .34	.... Flat ..... Flat	(I) (AP, UP, INS) (5¢, 15¢S, 30¢w-e, 35¢ w-m, $1.30mo-e, $1.55mo-m) (Ward-Griffith Co., Inc.)	Greenville News-Piedmont Co. Roger C. Peace, Pres.-Pub.	Roger C. Peace (eep-e-N) Wayne W. Freeman (eep-e-P) Carl Weimer (me-N) Wm. F. Gaines (ce-N) Paul Barrett (me-P) J. H. McKinney (ce-P)	James B. Anderson (sp-N) Wm. L. Davey (ne-P) Anthon L. Foy (sp-P) Mrs. Dorothy Booraem (we-N) Ansley Ketchin (we-P)	Charlie Peace (gm) J. Kelly Sisk (bm) R. Earle Gregory (cm) Miss Minnie Crane (com)	W. J. Truesdale (ad-ram) Wayne Pittman (cam) Chas. Sterling (mga)	Harry Coggins (pm) L. H. Pickens (ms)
GREENWOOD 13,806 19,398-ABC-CZ	Index-Journal (e) 8,824	.07	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Index-Journal Co., H. L. Watson, Pres.	H. L. Watson (eep-e) J. E. Chaffin (me-ce)	Margaret Watson (ne) Eddie Ervin (sp) Sara Catherine Wilkinson (we)	Arthur Lee (gm) R. Frank Mundy (cm)	W. W. Wilson (mga-ram-cam)	W. W. Wilson (apm) James W. Cooper (ms)
ORANGEBURG 15,322 15,322-ABC-CZ	Times & Democrat (m) 7,957 (S)* 5,778	.08 .09	Flat	(I-D) (AP) (5¢, 35¢w $1.52mo) (Thos. F. Clark Co., Inc.)	Sims Pub. Co., Inc. J. I. Sims, Pres.-Pub.	Edward Sims (eep) Al Walburn (me) Tom Inglis (ce)	W. M. Moore (ne) Dot Gregg (we)	J. L. Sims (gm) T. O. Crowell (cm)	H. T. Bass (ad-ram) Dorothy Kennerly (mga) Charlotte Davis (cam)	Ben Kirby (ms)
ROCK HILL 24,502 27,050-ABC-CZ	Herald (e) 10,915	.08	Flat	(I) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Herald Pub. Co. Talbot Patrick, Pres.-Pub. C. A. Reese, Jr. V. P. & Asst. Pub.	John Dickson (eep) Talbot Patrick (e) George McClelland (me-ce)	Don Kingery (sp) Mrs. Elizabeth Reed (we)	C. A. Reese Jr. (bm) Walter Gregg (cm)	C. A. Reese, Jr. (ad) Oliver Williams (mga) Earl W. Robinette (cam)	Furman Long (ms)
SPARTANBURG 36,795 68,869-ABC-CZ	Herald (m) 30,191 Journal (e) 10,616 Combined daily (me) 40,807 Herald-Journal (S) 37,908	.... .18 .18	.... Flat Flat	(I-D) (AP) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (General Advertising Service and Lewis V. Hoh)	Newspaper Management-Production Co. Phil Buchheit Pres.-Pub.	Charles O. Hearon (e-H) T. A. Smith (e-J) Glenn Long (me-ce-J) Rufus Josey (me-H)	Irvin Cribb (sp-H) Carl May (sp-J) Mrs. Dot Cline (we-J) Mrs. Dot Cline (we-H)	C. E. Webber (bm) Joe Hart (cm)	S. L. Childs (ad) W. A. Finch, Jr. (mga) D. E. Shirley (cam)	Val Buchheit (pm) John Kelly (ms)
SUMTER 20,185	Item (e) 7,625	.07	Flat	(I-D) (AP) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	Osteen Pub. Co., Inc. H. G. Osteen, Pres. H. D. Osteen, Pub.	H. D. Osteen (e) J. E. McKnight (me) P. Hildebrand (ce)	John Mitchell (ne) Ray Guest (sp) Emily Fishburne (we)	H. D. Osteen (gm) L. M. Dixon (bm) R. M. Dollard (cm)	J. E. McKnight (ad) R. Hicks (mga) T. Hicks, (ram) I. Reese (cam)	J. C. Adams (ms)
UNION 9,730	Times (e) 4,503	.05	Flat	(I) (AP) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	The Union Times Co., Inc. William R. Feaster, Pres.-Pub.	William R. Feaster (e)	Mary R. Feaster (ne) Gus Gilbert (sp)	Wm. R. Feaster (gm) Gus Gilbert (cm)	James E. Pease (mga)	.....

SOUTH DAKOTA

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ABERDEEN 21,051 21,051-ABC-CZ	American-News (e ex Sat.) 20,178 Saturday edition (Sat.) 8,568 Sunday edition (S) 20,201	.14 .14 .14	Flat Flat Flat	(I) (AP) (5¢d, 10¢S, 35¢w-d&S) (Ridder-Johns, Inc. and Northwest Daily Press Association)	Aberdeen News Co. Henry J. Schmitt, Pres.-Pub	E. J. Karrigan (eep-me) Henry J. Schmitt (e)	Ed. Tollefson (ne) Larry Desautels (sp) Nancy Rozendal (we)	Henry J. Schmitt (gm) Kenneth Pope (cm)	Doris Smith (mga) C. G. Erhart (ram)	Mil Seeman (apm) Ole Anderson (ms)
BELLE FOURCHE 3,540	Post (m ex Mon.)	.045	Flat	(R) (UP) (J) (3¢) (Bottinelli-Kimball, Inc.)	Northwest Publishers, Inc. Laurence Weyler, Pres.-Pub.	Marion Lucca (ce)	.....	Laurence Weyler (bm) Marion Lucca (cm)	.....	.....
DEADWOOD 3,288	Pioneer-Times (e ex Sat.) 1,371 Sunday edition (S) 1,371	.05* .05*	Flat Flat	(I) (UP) (J) (5¢, 25¢w-d&S) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co., Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me) Camille Yuill (ce)	R. E. Whitmyre (sp) Dorothy Noeller (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga) Joe Langston (ram)	.....
*Deadwood Pioneer-Times and Lead Call sold only in combination.										
HURON 12,788 12,788-ABC-CZ	Huronite and Plainsman (e ex Sat.) 11,798 Sunday edition (S) 11,610	.11 .11	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w) (Arthur H. Hagg & Associates, Inc. and Northwest Daily Press Association)	Huron Pub. Co. Robert D. Lusk, Pres.-Pub	A. Bruce Campbell (executive e) Wm. McK. Plummer (associate e) Karl Abraham (ce)	Tom Seward (sp) Betty Van Buren (we)	A. J. Popovich (bm) Ivan Franzen (cm)	L. J. Maher (ad) Ruth Edwards (cam)	V. E. Arwood (ms)
LEAD 6,422	Call (e ex Sat.) 1,353 Sunday edition (S) 1,353	.05* .05*	Flat Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me)	Frank Franich (sp) Jean Sternhagen (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga) Joe Langston (ram)	Clarence Cawiezel (ms)
*Lead Call and Deadwood Pioneer-Times sold only in combination.										
MADISON 5,153	Leader (e) 3,189	.05	Flat	(I) (UP) (5¢, 20¢w) (none)	Madison Daily Leader Inc. George M. Hunter, Pres.-Pub.	George M. Hunter (e) Harlan Severson (me)	Mrs. Ruby Kuchenbecker (we)	.....	M. D. Hunter (ad)	.....

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MITCHELL 12,123 12,123-ABC-CZ	Republic (e) 17,430	.12	Flat (I) (AP, UP) (J) (5¢, 35¢w, $1.50mo) (5 wks) (Arthur H. Hagg & Associates, Inc. and Northwest Daily Press Association)	The Mitchell Pub. Co. M. B. Ronald, Pres.	M. B. Ronald (e) John Whalen (me) Jim Watson (ce)	James Buchanan (sp) Elfreida Tice (we)	Hale Raber (gm-bm-cm)	Hale Raber (ad) Paul Jones (mga) Les McCarty (ram) Jerry Koster (cam)	William Herzog (ms)
PIERRE 5,715	Capital Journal (e) 4,383	.06	Flat (I) (AP) (J) (5¢, 20¢w, 60¢mo) (Theis & Simpson Co., Inc.)	Hipple Ptg. Co. R. B. Hipple, Pres.-Pub.	R. B. Hipple (e) John Hipple (ce)	Jerry Tippen (ne)	L. H. Hipple (bm)	L. H. Hipple (ad)	
RAPID CITY 25,310 26,343-ABC-CZ	Journal (e) 24,482 Sunday edition (S) 24,319 Evening and Sunday (eS) 48,801	.13 .13 .22	Flat (I-R) (AP) (7¢, 10¢S, 35¢w-d&S) (Northwest Daily Press Association) Flat Flat	Journal Pub. Co. R. W. Hitchcock, Pres.-Pub.	Warren Morrell (eep-e) E. L. Ingvalson (me) Ed. Niciejewski (ce)	Bob Lee (Su) Bill Hockstedter (sp) Dorothy Moreton (we)	E. H. Lighter (gm-bm) E. H. Powell (cm)	M. E. York (ad-mga) Don McDowell (ram) Charles Davis (cam)	E. H. Lighter (pm) M. E. York (apm) Joe Cauley (ms)
SIOUX FALLS 52,696 54,282-ABC-CZ	Argus Leader (e) 51,658 Sunday edition (S) 51,053	.23 .23	Flat (I-R) (AP) (5¢, 10¢S, 40¢w-d&S, $1.50 mo) (Gilman, Nicoll & Ruthman and Northwest Daily Press Association) Flat	The Argus Leader Co. Mrs. Dorothy Day Davenport, Pres.	Fred C. Christopherson (eep-e) James Ashley (me) Herb Beehtold (ce)	Roger Brown (ne) C. Stolz (sp) Nettie Cardin (we)	Ernest J. Kahler (gm-bm) Floyd Campbell (cm)	E. L. Croft (ad-mga) Clarence DeLong (local am)	
WATERTOWN 12,699 12,699-ABC-CZ	Public Opinion (e) 12,248	.11	Flat (I-R) (AP) (J) (5¢, 30¢w) (Arthur H. Hagg & Associates and Northwest Daily Press Association)	Watertown Public Opinion Co. J. F. Bacon, Pres.	P. J. Albrook (eep-e) Alex Johnson (mece)	Alex Johnson (ne) Robert T. Marshall (sp) Josephine Elliott (we)	K. B. Way (gm-bm) Herbert Paul (cm)	M. W. Johnston (ad-mga-ram) Darrell Drake (cam)	M. W. Johnston (pm-apm) Francis Haight (ms)
YANKTON 7,709	Press & Dakotan (e) 6,360	.065	Flat (I-R) (AP) (J) (5¢, 30¢w, (Inland Newspaper Representatives Inc.)	Yankton Ptg. Co. Fred H. Monfore, Pres. Pub.	Fred H. Monfore (eep-e) Byron G. Taft (mece)	Ellen Tobin (ne) Donald Bierle (sp) Mrs. Dale Bruget (we)	Freeman F. Otto (bm) Harry L. Speece (cm)	C. E. Walters (ad-mga-ram) Donna Christensen (cam)	C. E. Walters (apm) W. J. Rossman (shop foreman)

TENNESSEE

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ATHENS 6,618	Post-Athenian (e ex Sat.) 5,186	.07	Flat (I) (UP) (J) (5¢, 24¢w, $1.10mo) (Newspapers South, Inc.)	Post-Athenian Co. L. F. Arterburn, Pres.-Pub.	L. F. Arterburn (e) J. Neal Ensminger (me)	E. H. Sipe, Jr. (ne) Wm. Casteel (sp) Charlene Toomey (we)	J. Neal Ensminger (gm) L. F. Arterburn (bm) C. R. Ensminger (cm)	Glenn Lawson (ad) J. Neal Ensminger (mga-ram) Lena Norris (cam)	Ernest Smith (ms)
BRISTOL 16,771 In Tenn. 15,954 In Va. 37,592-ABC-CZ	Herald Courier (m) 18,688		(I) (AP,UP)	Bristol, H. C. Pub. Corp. T. S. Bradford, Pres.-Pub.	James Baxley (eep) Woody Vance (me)	Herman Giles (ne) Gene Thompson (sp) Lillian Childress (we)	T. S. Bradford (gm)		
	Virginia-Tennessean (e) 6,622 Combined daily (me) 25,310 Herald Courier (S) 23,879	 .16 .16	(I) (INS, UP) (5¢, 15¢S, 40¢w-dS, $1.75 mo) (General Advertising Service, Inc. and Moran & Hedekin, Inc.) Flat Flat	Bristol Independent Pub. Corp. Nat H. Copenhaver, Pres. T. Eugene Worrell, Pub.	T. Eugene Worrell (eep-e) Roy Elkins (exec. ed.) Jim Dalton (ce)		T. S. Bradford (gm) John C. Conrad (cm)	Frank Robinson (ad) William C. Wood (ram) Robert Miller (cam)	

The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows: T. Eugene Worrell, President; Tutt S. Bradford, Vice President, Treasurer and General Manager; Leonard Hall, Secretary; Joe Beach, Assistant Secretary.

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CHATTANOOGA 131,041 201,405 ABC-CZ	News-Free Press (1) (e) 59,825 Times (2) (m) 57,924 Combined daily (me) 117,749	.29 .29 .40	Flat (I) (AP, UP, INS) (J) (5¢, 30¢w, 45¢w-d&S, $1.30mo) (Cresmer & Woodward, Inc. and Shannon & Associates, Inc.) Flat Flat	The Chattanooga News-Free Press Co. Roy McDonald, Pres.-Pub.	Brainard Cooper (eep-e) Ralph Sanders (me) Wm. Hagan (ce)	E. T. Bales (sp) Garnett Stoner Rice (we)	Everett Allen (gm) Clifford Welch (bm) J. W. Hoback (cm)	Everett Allen (ad-mga-ram) Carl Anderson (cam)	Charles Bledsoe (ms)
	Times (S) 86,764 Evening & Sunday (eS) 146,589	.34 .43	(I-D) (AP, NANA, NYT, UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S, $1.95mo-d&S) (Cresmer & Woodward, Inc. and Shannon & Associates, Inc.) Flat Flat	The Times Ptg. Co. Julius Ochs Adler, Pres.-Pub.	Alfred D. Mynders (eep-e) James E. Jarvis (me) Ed. Sussdorff (ce)	Eugene Carter (ne) Wirt Gammon (sp) Frances Williams (we)	Charles McD. Puckette (gm) James M. Adams (bm) Robert J. Sudderth (cm)	Everett Allen (ad-ram) Ben Seessel (mga) Carl Anderson (cam)	

The Chattanooga Times and the Chattanooga News-Free Press are owned by corporations (The Times Printing Co., and the Chattanooga-News-Free Press Co.), which are wholly separate. They are editorially independent and competitive. A third corporation, The Chattanooga Publishing Company, is the agent company in the operation of the business, advertising and circulation departments for the respective accounts of the two newspapers. The officers and personnel of the Chattanooga Publishing Co. are as follows: Julius Ochs Adler, Chairman of the Board; Roy McDonald, President; Charles McD. Puckette, Vice-President; Everett Allen, Secretary; James M. Adams Treasurer; Everett Allen, Advertising Director; Ben Seessel, National Advertising Manager; Robert J. Sudderth and J. W. Hoback, Circulation Managers.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CLARKSVILLE 16,246 18,071-ABC-CZ	Leaf-Chronicle (e) 7,690	.07	Flat (D) (AP, UP) (J) (5¢, 30¢w) (Newspapers South, Inc.)	Leaf-Chronicle Co. M. S. Foster, Pres. James E. Charlet, Vice Pres.	Stanely Gower (eep-e)	Stanley Gower (ne) Nile Peacher (sp) Mary McClendon (we)	James E. Charlet (gm) Herschel Wilee (cm) Chas. M. Barrett (com)	Robert Sykes (ad-mga-ram) James Weakley (cam)	Herschel Wilee (pm) Frank Buck (ms)
CLEVELAND 12,605	Banner (e) 5,237	.07	Flat (I) (AP) (J) (5¢, 30¢w) (General Advertising Service)	Cleveland Banner, Inc. R. H. Fackelman, Pub.	Ed Goins (me) P. Hampton (ce)	Ruth George (ne) Dick Haun (sp) Mrs. Lloyd Callaway (we)	Doyce Satterfield (cm) R. H. Fackelman (gm) Marcellus Layhan (com)	Pledger Wattenbarger (ad) Jim Young (ram) Kenneth Tarpley (mga) Mae Ragsdale (cam)	Huewar J. Nichols (ms)
COLUMBIA 10,911 16,828-ABC-CZ	Herald (e) 7,749	.07	Flat (I) (UP) (J) (5¢, 25¢w, $1.10mo) (Wallace Witmer Co.)	Columbia Herald Co., Inc. W. D. Hastings, Sr. Pres.-Pub.	John W. Finney (eep-e-me) Richard H. Hines (ce)	R. H. Hines (ne) Doug Underwood (sp) Mrs. R. H. Hines (we)	W. D. Hastings (gm) John W. Finney (bm) Fred Chappell (cm)	W. D. Hastings (ad) J. W. Finney (mga) Ed. Dinkins (ram) Mrs. Sam Kennedy (cam)	John W. Finney (pm) Ed. Dinkins (apm) Leland H. Blair (ms)
DYERSBURG 10,885	State Gazette (e) 4,852	.06	Flat (I-D) (UP) (J) (5¢, 25¢w, $1mo) Wallace, Witmer Co.)	State Gazette Pub. Co. Russell M. D. Bruce, Pres.	Russell M. D. Bruce (eep-e-me) Charles Yarbro (ce)	Charles Yarbro (ne) Martin Bruce (sp) Mary Katherine Johnson (we)	A. Leroy Ward (gm-bm) Evelyn Canada (cm)	Herbert Langston (ad-mga-ram) Ethel Walker (cam)	Marvin Mitchell (ms)
ELIZABETHTON 10,754	Star (e ex Sat.) 5,802 Sunday edition (S) 5,802	.065 .065	Flat (I) (AP) (5¢, 15¢S, 35¢w, $1.50mo) (Shannon & Associates, Inc.) Flat	Elizabethton Newspapers, Inc. Howard H. Zumbro, Pres.-Pub.	Mack Morriss (e-me)	Mrs. Helen Morriss (ne) Mack Morriss (Su) William Luther (sp) Ruby Ford (we)	Inez McAnally (bm) Welker Cordell (cm)	E. L. Pippin (ad) Inez McAnally (mga) Arthur Petrey (ram) Mildred Lawson (cam)	E. L. Pippin (apm) Elmer Bowling (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City, 1950 Population, ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GREENVILLE 8,721	Sun (e) 7,413	.07	Flat	(I) (AP) (5¢) (Newspapers South, Inc.)	E. O. Susong, Pub.	Q. M. O'Keefe (e) Ken Hood (ce)	Claude Dax (sp) Ruth Keller (we)	J. M. Jones (gm) B. Wykle (cm)	I. H. Smith (ad-ram) B. Wykle (cam)	Dewey Cannon (ms)
JACKSON 33,354 33,354-ABC-CZ	Sun (e ex Sat.) 13,835 Sunday edition (S) 15,130	.08 .08	Flat Flat	(I) (AP) (5¢, 15¢S, 30¢w, $1.30mo-d&S) (The Branham Co.)	The Sun Pub. Co. Mrs. C. E. Pigford, Pres. Albert A. Stone, Pub.	Harris Brown (eep-e) Robt. P. Mahon, Jr. (me) James Elliott (ce)	Joe Freeland (ne) Jack Hilliard (sp) Mrs. Paul Meadows (we)	A. A. Stone (gm-bm) Wm. E. Diffee (cm)	A. Lacy Price (ad-ram) Mrs. Ethel Hicks (mga) Arianna Thomason (cam)	Everett Petty (pm) P. D. Kersh (ms)
JOHNSON CITY 27,864 33,881-ABC-CZ	Press-Chronicle (m ex Mon.) 5,068 Press-Chronicle (e ex Sat.) 12,919 Combined daily (me) 17,987 Sunday edition (S) 19,397	.... .12 .12	.... Flat Flat	(I-D) (AP) (5¢, 15¢S 40¢w-d&S $1.75mo) (The John Budd Company)	Press, Inc. Carl A. Jones, Pres.-Pub.	Geo. W. Kelly (e) Lee Vance (ex. e) Kenneth Morrell (ce)	Kenneth Morrell (ne) S. Lee Vance (Su) James M. Smyth (sp) Zeph Bowman (we)	T. W. Atkins (gm-bm) Everett E. Sudderth (cm)	Ernest W. Russell (ad) C. Wade Young (cam) Ruth Holden (mga) Billy Jack Breeden (ram) Floyd Van Antwerp (cam)	A. W. Keller (ms) Wilbur L. Clark (ad Prom.)
KINGSPORT 19,571 41,361-ABC-CZ	News (m) 5,153 Times (e ex Sat.) 16,395 Combined daily (me) 21,048 Times-News (S) 20,561	.... .14 .14	.... Flat Flat	(I-R) (I-D) (AP, INS) (5¢, 15¢S, 40¢w-d&S) (Shannon & Associates, Inc.)	Kingsport Pub. Co., Inc. C. P. Edwards, Jr., Pres.-Pub. Ben Haden, Asst. Pub.	W. J. McAuliffe (eep-e-T) William Freehoff, Jr. (e-ce-N) Ellis Binkley (exec. e) Neil O Steen (me-T) Rudy Burke (me-N)	Charles Stelling (Su) Phil Calhoun (sp) Dorothy Ring (we)	C. P. Edwards, Jr. (gm) Gaines A. Adams (cm)	J. E. Huffaker (ad) Maurice Williams (mga) Leonard Dykes (cam)	C. T. Hamlet and Chas. Houser (ms)
KNOXVILLE 124,769 167,263-ABC-CZ	Journal (m) 83,198 Sunday edition (S) 88,456	.25 .25	Flat Flat	(R) (AP, UP, INS) (5¢, 15¢S, 40¢w-d&S, $1.75mo) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast).	Roy N. Lotspeich Pub. Co., Inc. Mrs. Roy N. Lotspeich, Pres.-Pub.	Guy L. Smith (eep-e) Steve Humphrey (me) Dick Evans (ce)	Georgia Higman (Su) Ed. Harris (sp) Mrs. Virginia Ragsdale (we)	C. H. Smith, Jr. (gm) John P. Carter (bm) Carl M. Smith (cm) F. N. Walters (com)	F. W. Watson (ad) J. R. Golden (mga) W. K. Hunter, Jr. (cam)	.....
	News-Sentinel (2) (e) 104,952 Sunday edition (S) 108,872	.31 .31	Flat Flat	(I) (UP, BUP, AP, SHNA) (5¢, 15¢S, 40¢w) (Scripp-Howard Newspapers, Gen. Adv. Dept.)	Knoxville News-Sentinel Co. M. G. Chambers, Pres.	Loye W. Miller (eep-e) C. W. Orcutt (me) Joseph J. Levitt (ce)	Ralph Millett, Jr. (ne) J. Gunby Rule (Su) Robert L. Wilson (sp) Mrs. Blanche Grace Davis (we)	M. G. Chambers (bm) Don Cameron (cm) James W. Howe (com)	F. B. Powers (ad) R. A. Daley (mga) M. T. Creager (ram) Allen J. Ware (cam)	James A. Dorris (ms)
MARYVILLE-ALCOA 7,742 Maryville 6,355 Alcoa 26,824-ABC-CZ	Times (e ex Sat.) 8,282	.08	Flat	(I-R) (AP) (5¢, 25¢w) (Mid-South Dailies)	Maryville-Alcoa Times Pub. Co. Clyde B. Emert, Pres.-Pub.	Clyde B. Emert (e) Ann B. Colbert (exec.e) Dean Stone (me) Elizabeth P. Carroll (ce)	Dean Stone (sp) Elizabeth Baugh (we)	Ann B. Colbert (gm) Jack Wetmore (cm)	Gene Hamilton (ad) Mildred Tipton (mga-cam)	Floyd Hamilton (ms)
MEMPHIS 396,000 425,900-ABC-CZ	Commercial Appeal (1) (m) 200,459	.57	Flat	(I) (AP, UP, INS, CDN) (J) (5¢, 15¢S, 45¢w-d&S, $1.30mo-d, $1.95mo-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Frank Ahlgren (eep-e) Gordon Hanna (me) Malcolm Adams (ce)	R. C. Shuptrine (ne) S. L. Kahn (Su) Walter Stewart (sp)	Enoch Brown (gm) J. A. Foltz (bm) C. W. Bevinger (cm)	Piez R. Pettit (ad) W. O. Sturdivant (mga) H. W. Tushingham (ram) Walter Fontaine (cam)	Henry Reynolds (pe) R. C. Berkeley (apm) R. J. Richardson (ms)
	Press-Scimitar (1) (e) 127,667 Combined daily (me) 328,126 Commercial Appeal (S) 251,361	.46 .70 .60	Flat Flat Flat	(I) (AP, UP, SHNA) (J) (5¢, 30¢w, $1.30mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Edw. J. Meeman (eep-e) J. Z. Howard (me) Null Adams (ce)	Fred Snodgress and Luther Southworth (ne) George Bugbee (sp)			
MORRISTOWN 13,019 13,019-ABC-CZ	Gazette & Mail (e ex Sat.) 4,603 Sunday edition (S) 4,661	.065 .065	Flat Flat	(I) (AP) (5¢, 10¢S, 15¢w) (none)	Gazette-Mail Pub. Co. John E. Helms, Jr., Pres.-Pub.	John E. Helms, III (e-me)	Harry Sams (sp)	C. O. Helms (gm-cm) W. D. Helms (bm)	Mrs. Hal A. Noe (ad-mga-ram)	Hal A. Noe (ms)
	Sun (m ex Mon.) 4,840	.06	Flat	(I) (UP) (5¢, 15¢w) (Newspapers South, Inc.)	The Sun, Inc. J. R. Malone, Pres. J. R. Malone, Fred Currier, Mel Adams, Pub.	J. R. Malone (eep-e) Murrell Weesner (me-ce)	Fred Currier (sp) Mrs. Anne Gamble (we)	Fred Currier (gm) Mel Adams (bm) Ralph Hale (cm) J. R. Malone (com)	Mel Adams (ad) Lea Lawrence (mga) Mary Lou Clenny (ram-cam)	Mel Adams (pm-rd-apm) J. O. Pight (ms)
MURFREESBORO 13,052	News Journal (e ex Sat.) Sunday edition (S)	.06 .06	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Newspapers South, Inc.)	Mid-South Pub. Co., Inc. J. A. McFarland, Jr., Pres.-Pub.	E. B. Blackburn (me)	Charles Cates (ne) Mrs. Mary Nelle Morris (we)	D. J. Dunnaway (cm)	Don Parkinson (mga) Robert McKnight (ram)	R. C. Bell (ms)
NASHVILLE 174,307 301,706-ABC-CZ	Banner (1) (e) 91,877	.46	Flat	(I) (AP, UP, INS) (5¢, 35¢w, $1.52mo) (The Branhan Co.)	Nashville Banner Pub. Co. James G. Stahlman, Pres.-Pub. E. B. Stahlman, Jr. Exec. Dir.	Charles Moss (exec. ed.) A. C. Dunkleberger (e) Ed Clark Ford (me) Bob Battle (ce)	Walter Bogart, Jr. (ne) Fred Russell (sp) Emmie Keeble (we)			
	Tennessean (1) (m) 111,750 Combined daily (me) 203,627 Tennessean (S) 191,340	.47 .51 .51	Flat Flat Flat	(D) (AP, UP, INS) (*S) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Branham Co.)	Tennessean Newspapers, Inc. Silliman Evans, Pres.-Pub.	John H. Nye (eep) Coleman A. Harwell (e) Gail W. Churchill (me) Edward Freeman (ce-day)	A. V. Goodpasture, Jr. (ne) William Kingsbury (Su) Raymond Johnson (sp) Mrs. Charles Martin (we)	James H. Armistead (gm) E. P. Charlet (bm) Walter Seigenthaler (cir. dir.) William Roper (asst. cir. dir.) H. B. Crump (com)	Phil Breen (ad) W. G. Edmondson (mga) Maxey Hewitt (ram) Jack Phillips (asst. ad-Mgr. Mag Adv.) George B. Morgan (cam)	Eddie Jones (pm-B) Charles L. Andrews (apm) Robt. Horsley (pm-T) Jas. Dwyer (ms)

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OAK RIDGE 30,229 30,229-ABC-CZ	Oak Ridger (e ex Sat.) 8,528	.09	Flat	(I) (AP) (5¢, 25¢w) (Newspapers South, Inc.)	Alfred G. & Julia G. Hill Pub. Co. Don J. McKay, Pub.	Richard D. Smyser (me) Helen Knox (ce)	Jim Ryan (sp) Sally Latham (we)	Dewey Robinson (cm)	Malcolm Jones (ad) Marge Hurst (cam)	Leigh Gerth (ms)
PARIS 8,826 8,826-ABC-CZ	Post-Intelligencer (e) 3,689	.06	Flat	(D) (UP) (J) (5¢, 25¢w, $1.08mo) (Wallace Witmer Co.)	Paris Pub. Co. W. P. Williams (Pres.) 10-13-51 W. Bryant Williams, Pub.	.....	.....	Corinne Diggs (cm)	.....	.....
SHELBYVILLE 9,456	Times-Gazette (e ex Sat.) 3,930	.07*	Flat	(I) (AP) (J) (5¢, 25¢w) (Newspapers South, Inc., Memphis, Tenn.)	Shelbyville Pub. Co., Inc. Franklin Yates, Pres.-Pub.	Franklin Yates (eep-me) Ernest B. Robertson, Jr. (e) Ken Johnson (ce)	Robert I. Hickerson (ne) Ken Johnson (sp) Mrs. Martha Ann Wheatley (we)	Franklin Yates (gm-bm) Thos. M. (Tony) Rice (cm)	Earl Haynes (ad-mga-ram)	Franklin Yates (pm) Charles Minor (apm) Lawson Gregory (ms)

*Rate includes insertion in weekly Bedford County Sun, circulation 3,240.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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UNION CITY 7,665 7,665-ABC-CZ	Messenger (e) ⊞ 4,675	.06	Flat	(I-D) (AP) (J) (5¢) (Wallace Witmer Co.)	Messenger Pub. Co. E. S. Critchlow, Pub.	Ed. Critchlow (eep-e-me) Martha E. Alexander (ce)	Herb Andrews (sp) Mitzi Brummel (we)	Ed. S. Critchlow (gm) Jack Burchard (bm) Dodds Griggs (cm)	W. D. Burdine (ad-ram) Arthur Melton (mga) Jack Burchard (cam)	L. H. Ladd (ms)

TEXAS

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ABILENE 45,570 51,207-ABC-CZ	Reporter News (m) ⊞ 28,222 Reporter News (e) ⊞ 18,252 Combined daily (me) ⊞ 46,474 Sunday edition (S) ⊞ 36,802	.... .16 .16	.... Flat Flat	(D) (AP) (5¢, 10¢S, 35¢w-mS, eS, 50¢w-meS) $2.15mo-meS, $1.50mo-mS, eS) (Texas Harte-Hanks Newspapers)	Reporter Pub. Co. Mrs. Bernard Hanks, Pres. Howard McMahon, Pub.	Frank Grimes (e-eep) Ed. N. Wishcamper (me)	Jack Hogan (ne) Dick Tarpley (ne) Katharyn Duff (we) J. Holden (sp)	Howard McMahon (gm) Andrew B. Shelton (bm) Francis J. Pruitt (cm)	J. T. LaRoque (ad) G. D. Triplett (ram) Marvin Veal (cam)	A. B. Shelton (pm)
ALICE 16,449	Echo (e ex Sat.) 5,491 Sunday edition (S) 5,491	.06 .06	Flat Flat	(D) (AP) (J) (5¢, 10¢S, 25¢w, $1.08mo) (none)	V. D. Ringwald, Pub.	Tom Fite (eep-me) V. D. Ringwald (e-ce)	Dick Sparks (sp)	V. D. Ringwald (gm-bm) F. E. Bullock (cm)	A. C. McCoy (ad-mga-ram-cam)	A. C. McCoy (apm) Ed. Wollard (ms)
AMARILLO 74,246 83,154-ABC-CZ	News (m) ⊞ 39,800 Globe-Times (e ex Sat.) ⊞ 34,021 Combined daily (me) 73,821 News-Globe (S) 58,649	.... .28 .28	.... Flat Flat	(I-D) (AP, UP) (5¢, 10¢S, 25¢w-m or e&S, 40¢w-m, e&S) (Texas Daily Press League, Inc.)	Globe-News Pub. Co., Inc. Parker Prouty, Pres. Wesley S. Izzard, Pub. News S. B. Whittenburg, Pub. Globe-Times	Wesley S. Izzard (e-N) S. B. Whittenburg (e-G-T)	Robt. Wright (ne-night) Ray Parr (ne-day) Harry Gilstrap (sp) Frances Dolfin (we)	Shelby Kritser (gm) Grady Camp (bm) Trenton T. Davis (cm)	Lowell Brown (ad) Robert Glenn (mga) E. A. Martin (ram) Garland Martin (cam)	Mason King (pm) W. T. Stanberry (apm) Palmer Black (ms)
ATHENS 5,194	Review (e) 3,426	.06	Flat	(I-D) (AP) (J) (5¢, 90¢ mo) (none)	Athens Printing Co. R. E. Dwelle, Pres. Pub.	R. E. Dwelle (eep-me) H. M. Kemp (e)	Bill Speake (sp) Mrs. Laura Collins (we)	R. E. Dwelle (gm) Mrs. Jack Ate (cm)	Charlsie Baker (ad) Mrs. Jack Fite (cam)	Charlsie Baker (apm) J. K. Graham (ms)
AUSTIN 132,459 146,809-ABC-CZ	American (1) (m) ⊞ 32,241 Statesman (e) ⊞ 22,783 Combined daily (me) ⊞ 55,024 American-Statesman (S) ⊞ 49,731	.22 .22 .25 .25	Flat Flat Flat Flat	(D) (AP, UP; INS) (5¢, 15¢S, 40¢w-m&S or e&S, $1.65mo-m&S or e&S) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. Harlon Fentress, Pres. Louis N. Goldberg, Asso. Pub.	Chas. E. Green (e) Buck Hood (me) Fred Williams (ce)	Mark Batterson (sp) Nell Fenner (we)	Louis N. Goldberg (gm) P. F. Fincher (cm)	A. P. Jennings (asst. bm) Everett Bushell (ram) A. A. Oxford (cam)	A. P. Jennings (apm) W. F. Thompson (ms)
BAY CITY 9,427	Tribune (e ex Sat.) 3,365	.055*	Flat	(I-R) (UP) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	Tribune Pub. Co. Carey Smith, Pres.-Pub.	Carey Smith (me)	Jim Maloney (ne)		Billy Wilson (ad) Orville Barton (cam)	

*.065 in combination with weekly Matagorda County Tribune, combined circulation, 4,266.

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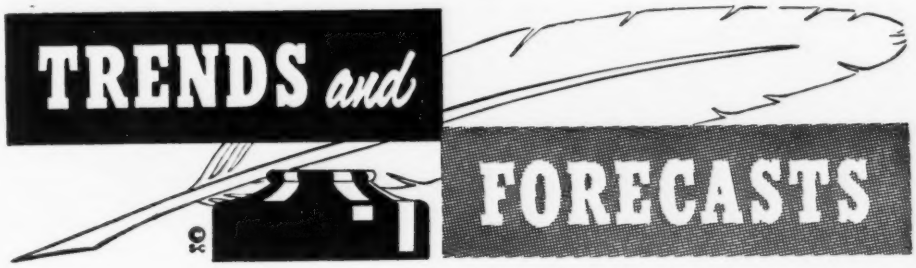
BAYTOWN 22,983	Sun (e) 8,499*	.08	Flat	(UP) (5¢, $1.20mo) (General Advertising Service)	Baytown Sun, Inc. Fred Hartman, Pres.-Pub.	Fred Hartman (e) Warren Edwards (me)	Tom Murray (sp) Wanda Orton (we)	Leroy Towler (cm)	Syd Gould (ad-mga-ram) Corrie Laughlin (cam)	Syd Gould (apm)

*Sworn March 31, 1954.



...for Austin, Capital of the State of Texas and its 9-County ABC Retail Trading Area are **UP** *as usual!*

COLOR Advertising? Black and 3 Colors Any Day of the Week

ABC RETAIL TRADING ZONE AND CITY ZONE .... (E & P Estimates) Individual Income $424,300,000 Retail Sales $291,350,000

DAILY CIRCULATION NOW OVER 60,000

NEW LINEAGE RECORD FOR 1954 29,562,806

THE AUSTIN AMERICAN-STATESMAN

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Represented Nationally by Burke, Kuipers & Mahoney, Inc.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BEAUMONT 94,014 98,930-ABC-CZ	Enterprise (m) (BC) 57,380 Journal (e) (BC) 25,079 Combined daily (me) (BC) 82,459 Enterprise (S) (BC) 71,394	.26 .26	Flat Flat	(I-D) (AP, UP, INS) (5¢, 15¢S, $1.75mo-m or e with S, $2.80mo-m e&S) (The Branham Co.)	The Enterprise Co. O. Eugene Davis, Pres. E. C. Davis, V. P.	R. W. Akers (e-J) R. W. Akers (e-E) T. T. Hunt (me-E) C. C. Aldridge Jr. (me-J) Robert F. Packwood (ce-E) Ed. Van Zandt (ce-J)	Donald Streater (ne-E) Troy T. Griffin (ne-J) Thad Johnson (sp-E) Bill "Tiny" Scurlock (sp-J) T. T. Hunt (Su) Dorothy Roberts (we-E) Martha Frasher (we-J)	E. C. Davis (bm) R. M. Frost (asst. bm) Frank W. Arnold (cm)	L. C. Lau, Sr. (ad) L. Clayton Lau, Jr. (mga) Walter J. Brown (cam)	.....
BIG SPRING 17,286	Herald (e ex Sat.) 8,484 Sunday edition (S) 8,786	.07 .07	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w) (Texas Harte-Hanks Newspapers)	Affiliated Newspapers, Inc. R. W. Whipkey, Pres.-Pub.	R. W. Whipkey (e) Joe Pickle (me) Wayland Yates (ce)	John Buser (ne) Tommy Hart (sp) Ann Lefever (we)	R. W. Whipkey (gm) Harold Canning (bm) Jack Kimble (cm)	Oliver Cofer (ram) C. B. Ferrell (cam)	Granville Glenn (ms)
BONHAM 7,049	Favorite (e ex Sat.) 4,557 Sunday edition (S) 4,557	.05 .05	Flat Flat	(D) (UP) (J) (5¢, 5¢S 20¢w) (Texas Daily Press League, Inc.)	Bonham Daily Favorite, Inc. Paul F. Miller and Aubrey L. McAlester, Co-Pubs.	R. M. Cantrell (e-me-ce)	Mrs. W. G. Forgy (we)	Mrs. R. M. Cantrell (cm)	.....	Ralph Allen (ms)
BORGER 18,059 22,164-ABC-CZ	News-Herald (e ex Sat.) (BC) 10,174 Sunday edition (S) (BC) 10,369	.10 .10	Flat Flat	(I-D) (AP, UP) (5¢, 5¢S, 25¢w, $1.10 mo) (Chas. W. Hurley Co.)	Panhandle Pub. Co., Inc. Roy R. Whittenburg, Pres.	J. C Phillips (eep-e-me) Herbert Kinkead (ce)	Herb Kinkead (ne-Su) Glen Elkins (sp) Natalie Ward Cory (we)	J. C Phillips (gm-bm) Sam R. Duke (cm)	Wayne Lanham (ad-mga-ram) John F. Rust (cam)	Wayne Lanham (pm-apm) Harry B. Porter (ms)
BRECKENRIDGE 6,610	American (e ex Sat.) ..... Sunday edition (S)	.07 .07	Flat Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Publishers, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Charlie Hall (e-me-ce)	Ann Cowan (we)	Paul Austin (gm-bm) Truett Trammell (cm)	Paul Austin (mga-ram) Truett Trammell (cam)	Jack Womble (ms)
BRENHAM 6,941	Banner-Press (e ex Sat.) 5,578	.05	Flat	(I-D) (UP) (5¢, 15¢w) (Texas Daily Press League, Inc.)	Banner-Press, Inc. Tom S. Whitehead, Pres.-Pub.	Tom S. Whitehead, Jr. (e)	T. C. Blake, Jr. (sp)	Tom S. Whitehead (gm)	.....	James E. Byrd (ms)
BROWNSVILLE 36,066 53,601-ABC-CZ	Herald (e ex Sat.) (BC) 12,537† Sunday edition (S) (BC) 12,355†	.10* .10*	....	I) (UP) (5¢, 10¢S, 35¢ w) (Texas Daily Press League, Inc.)	Brownsville Herald, Div. of Freedom Newspapers	D. R. Segal (eep) W. L. Smith (me) Wm. Smith (ce) Stan Hochman (sp)	E. C. Osborn (sp. dir.) Mary Forrester (we)	R. M. Juillard (gm) D. R. Segal (bm) C. B. Harriman (cm)	L. G. Nicolai (mga) David Lyons (ram) Frank Stewart (cam)	L. G. Nicolai (apm)
*.23 in combination with Harlingen Valley Star and McAllen Monitor in Rio Grande Valley Newspaper group. †Mar. 31, 1954										
BROWNWOOD 20,181	Bulletin (e) 9,040 Sunday edition (S) 9,040	.08 .08	Flat Flat	(D) (UP) (5¢, 10¢S, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Brownwood News-papers, Inc. C. C. Woodson, Pres.	Mack Boswell (e)	Tom Penn (sp) Margaret Coleman (we)	C. C. Woodson (gm) Alex McBroom (bm) Terry Dunsworth (cm)	Walter McLean (ad) Mrs. Martha Bratcher (mga-cam)	Fred V. Barbee (ms)
BRYAN 18,102	Eagle (e ex Sat.) 6,900 Sunday edition (S) 6,900	.06 .06	Flat Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.00mo) (Texas Daily Press League, Inc.)	Eagle Ptg. Co., Inc. Mrs. Lee J. Rountree, Pres.	Mrs. Lee J. Rountree (e-me)	Hugh W. Cunningham (asst. ne) Earl Phillips (sp) Mrs. A. A. Branch (we)	Mrs. Lee J. Rountree (gm-bm) Mark Campbell (cm)	P. A. Tardy (ad) Harold D. Monk (ram) Camilla Carrabba (cam)	O. D. Emmons (ms)
CHILDRESS 7,619	Index (e ex Sat.) 4,993 Sunday edition (S) 4,993	.06 .06	Flat Flat	(I) (INS, UP) (J) (5¢, 10¢S, 25¢w, $1.00 mo) (Texas Daily Press League, Inc.)	The Childress Index, Inc. Morris Higley, Pres.-Pub.	C. W. Lawrence (eep-e)	Dick Risenhoover (sp) Carol V. Higley (we)	E. J. Huddleston (bm) Arche Collins (cm)	Libby Huggins (cam)	Glen Stiner (ms)
CISCO 5,230	Press (e ex Mon. and Sat.) 3,220 Sunday edition (S) 3,220	.05 .05	Flat Flat	(D) (5¢, 5¢S, 15¢w) (Texas Daily Press League, Inc.)	Free Press Pub. Corp. J. W. Sitton, Pres.-Pub.	J. W. Sitton (eep-e)	.....	J. W. Sitton (gm)	.....	.....
CLEBURNE 12,905	Times-Review (e ex Sat.) 6,437 Sunday edition (S) 6,437	.07 .07	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w) (Texas Daily Press League, Inc.)	Cleburne Times-Review Wm. Rawland, Owner-Pub.	Jack Proctor (eep-e-me) Clyde Head (ce)	Jack Proctor (ne-Su-sp) Beth Bradbury (we)	Peyton Lawson (gm-bm) George Hannah (cm)	Paul I. Griffith (ad-mga-ram) Johnnie Ownbey (mga)	Paul Griffith (pm-apm)
COMMERCE 5,889	Journal (e ex Sat. and Mon.) 1,329* Sunday edition (S) 1,450*	.045 .045	Flat Flat	(I) (INS) (J) (5¢, 5¢S, 75¢mo) (none)	The Journal Pub. Co.	W. R. Latson (eep-e-me) Sue Russell (ce)	Sue Russell (ne-we) W. R. Latson (sp)	Carl Hyatt (gm-bm-cm)	Carl Hyatt (ad)	J. L. Sparks (ms)
*Sworn March 31, 1954.										
CORPUS CHRISTI 108,287 126,734-ABC-CZ	Caller (m) (BC) 52,268 Times (e) (BC) 36,186 Combined daily (me) (BC) 90,456 Caller Times (S) (BC) 67,007	.... .28 .28	.... Flat Flat	(I) (AP, CDN, CT-NYN, NYT, RN) (5¢, 15¢S, 55¢w-me&S, $1.50mo-m or e, $2.40mo-combined) (Texas Quality Newspapers, Inc.)	Caller Times Pub. Co. Conway C. Craig, Pres.-Pub.	Robert M. Jackson (eep-e) Robert B. McCracken (assoc. ed) John L. Stallings (me) Vic Herold (ce-T) John Anderson (ce-C)	Brandt Ridgway (ne-C-T) Louis Anderson (sp-CT) Joe Scherrer (sp-T) Roy Terrell (sp-C) Maurine Eastus (we)	Conway C. Craig (gm) Gilbert F. Vetters (bm) Clayton Grant (cm)	Gilbert F. Vetters (ad) James J. Abernathy (mga) W. G. Thomas (ram) Robt. Leon Hughes (cam)	A. T. Blease (ms)
CORSICANA 19,211	Sun (e) 8,965	.08*	Flat	(D) (AP) (5¢, 30¢w) (Texas Daily Press League, Inc.)	Sun-Light Pub. Co. Wortham & Martin, Co-Partnership Lowry Martin, Pub.	L. A. Wortham (e-me)	Paul Moore (sp) Mrs. L. A. Wortham (we)	Lowry Martin (gm) Fred DuBose (cm)	Boyce Martin (ad) Dave Levy (cam)	H. T. Robinson (ms)
*.13 in combination with semiweekly Morning Light, circulation 8,965.										
CUERO 7,498	Record (e ex Sat.) 2,815 Sunday edition (S) 3,786	.05 .06	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Cuero Pub. Co., Inc. Mrs. J. C. Howerton, Pres. Jack Howerton, Pub.	Jack Howerton (e) Kenneth Towery (me) Nina Scarbrough (ce)	Harry Putnam (sp) Phylma Bush (we)	Jack Howerton (gm) A. E. Hensley (cm) Wayne Winters (bm)	H. C. Putnam (ad-mga) Milton Binz (ram) Polly Howerton (cam)	G. A. Miles (ms)
DALHART 5,918	Texas (e) 2,393	.05	Flat	(I-D) (UP) (5¢, 25¢w) (Texas Daily Press League, Inc.)	Dalhart Pub. Co. J. Kenneth Hogue, Pub.	Albert H. Law (e)	Marie H. Gibney (we)	J. Kenneth Hogue (gm) Ariel T. Kemish (cm)	Al Serva (ram) Ariel Kemish (cam)	Lloyd Loftin (ms)
DALLAS 434,462 496,398-ABC-CZ	News (m) (BC) 190,894 Sunday edition (S) (BC) 197,563	.47 .49	Flat Flat	(I-D) (AP, UP) (J) (5¢, 15¢S, 40¢w-d&S, $1.70mo) (Cresmer & Woodward, Inc.)	A. H. Belo Corp. E. M. (Ted) Dealey, Pres.-Pub.	William B. Ruggles (eep) Harry C. Withers (exec. ed) Felix R. McKnight (me) Jack Krueger (ce)	Wm. W. Truax (ne) William T. Rives (sp) Katherine Dellond (we)	E. M. (Ted) Dealey (gm) Joe A. Lubben (bm) Sol Katz (cm)	Harry D. Guy (ad) Leland H. Renfro (mga) Don C. Anderson (ram) A. P. Vaughan (cam)	Ted Barrett (pm) Leven T. Deputy (ms)
	Times-Herald (e) (BC) 160,042 Sunday edition (S) (BC) 164,564	.44 .44	Flat Flat	(I-D) (AP, UP, CT-NYN, RN, INS, NYT) (5¢, 15¢S, 35¢w, $1.50mo) (The Branham Co.)	Times-Herald Ptg. Co. John W. Runyon, Pres. D. A. Greenwell, Exec. Vice-Pres. and Treas. C. V. Upton, First V.-P. & Secy. Albert N. Jackson, V.P.	B. C. Jefferson (eep-e) Allen Merriam (ed in chief) Mason Walsh (me) Bert Holmes (ce)	Hal Lewis (ne) Jere R. Hayes (sp-dir) Louis Cox (sp) Gail Pitts (we)	James F. Chambers, Jr. V.-P-gm) George S. Johnson (cm)	Don L. Schneider (ad) Leake McCauley (mga) Roy McKinney (ram) R. E. Lake (cam)	Lloyd Price (pm)

THE DALLAS TIMES HERALD

Dominates the Southwest's

Golden Bonus Market

Where Effective Buying Income Has Jumped From $750,328,000 to $1,457,801,000 . . . an increase of 94.3% . . . in the last six years!

Dallas Is Growing 4 Times As Fast As the Nation As a Whole

When you capture a share of the Dallas Market you gain not only immediate sales, but you actually buy sales insurance for the future. Every factor points to the inescapable conclusion that Dallas will have 800,000 people within the next two or three years . . . more than 1,000,000 in the early 1960's. Just one more reason why Dallas County is the Southwest's

Golden
Bonus
Market

And, in Dallas County . . . the Dallas Standard Metropolitan Area, average annual per-family EBI skyrocketed from $4,687 in 1947 to $6,470 in 1953, to become the highest of any major metropolitan area in Texas. The average Dallas County family has $222 more to spend per month than its counterpart in the remainder of the the Dallas ABC Retail Trading Zone.

In this vital area, the Southwest's Golden Bonus Market, your advertising in The Dallas Times Herald reaches

25,425 More *families daily*

28,737 More *families Sunday*

than in the 2nd Dallas Newspaper!

TOTAL TIMES HERALD NET PAID CIRCULATION:

163,299 DAILY · 166,279 SUNDAY

Sources: Incomes, Sales Management; Circulations as of March 21 and March 23, 1954, from ABC Audit dated March 31, 1954.

dominated by . . . . **THE DALLAS TIMES HERALD**

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

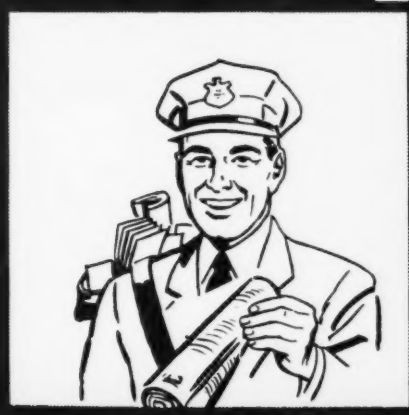
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DALLAS —Continued	Wall Street Journal (2) Southwest edition (m ex Sat.) 25,625	.40	.30	(I) (AP, RN, DJ, UP) (10¢) (own office)	Dow Jones & Co., Inc... Bernard Kilgore, Pres.	Clayton R. Sutton (me)			Frank McGowan (ad. mgr.) Hazel Stroud (cam)	
DEL RIO 14,211	News-Herald (e ex Sat.) 4,045 Sunday edition (S) 4,045	.05 .05	Flat Flat	(I) (AP) (5¢, 5¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Del Rio Newspapers, Inc. C. C. Woodson, Pres. Chas. T. Pingenot, Pub.	Ima Jo Fleetwood (eep-e-me-ce)	Ima Jo Fleetwood (ne-Su-we)	Chas. T. Pingenot (gm-cm)	Mrs. J. H. New (ad-ram) Chas. T. Pingenot (mga)	J. R. Dunman (ms)
DENISON 17,504	Herald (e ex Sat.) 10,316 Sunday edition (S) 10,414	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w-d &S) (Texas Quality Newspapers, Inc.)	The Denison Herald Inc. Fred Conn, Pres.-Pub.	C. Easterly (e)	Doyle Akers (ne) Wilburn Grisham (sp) Margery Thomason (we)	Burris Hughes (bm) Burris Hughes (cm)	C. B. Crittenden (ad) Fred Conn (mga) Eugene Barnes (cam)	Carl Harrison (ms)
DENTON 21,372	Record-Chronicle (e ex Sat.) 8,465 Sunday edition (S) 8,465	.08 .08	Flat Flat	(I) (AP) (*S) (5¢, 10¢S, 30¢w, $1.30 mo) (Chas. W. Hurley Co.)	Denton Pub. Co. Riley Cross, Pres.-Pub.	Jim Cope (eep-me-ce) Riley Cross (e)	Elyson Taylor (ne)	Riley Cross (gm-bm) Jack Stephens (cm)	Roy Appleton, Jr. (ad-mga-ram) Mildred Gantt (cam)	George Avery (ms)
EDINBURG 12,383	Review (m ex Mon.) 3,984 Sunday edition (S) 3,984	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 30¢w) (Chas. W. Hurley Co.)	Valley Review Pub. Co. Allan Engleman, Pres.-Pub.	Allan Engleman(e) Harry Quin (eep-me)	John Myers (ne) Bert Wolfe (sp) Jane Turner (we)	Allan Engleman (gm) Harry Quin (bm) Charles Riskind (cm) Ellie Higgins (com)	Georgia Vandever (ad) Mike Engleman (mga) Ellie Higgins (cam)	Tim Duarte (ms)
EL PASO 130,485 172,623-ABC-CZ	Times (m) 49,949 Herald-Post (e) 37,929	.27 .27	Flat Flat	(I-D) (AP, UP, INS) (5¢, 15¢S, 45¢w-d&S) (Texas Daily Press League, Inc.)	El Paso Times, Inc..... Dorrance D. Roderick, Pres.-Pub.	Wm. J. Hooten (eep-e) Wm. Latham (me) Edwin Engledow (ce)	Jim Glossock (Su) Chuck Whitlock (sp) Ruby Stearns (we)	Dorrance D. Roderick, Jr. (gm-T) E. T. Lewis (bm) F. Judd Brennand (cm)	Mayo C. Seamon (ad) Jack Hall (mga) Wm. S. Cooke (ram) Harry Kahlert (cam)	
	Combined edition (me) 87,878 Sunday Times (S) 67,886 Evening and Sunday (eS) 105,815	.30 .30 .36	Flat Flat Flat	(I) (AP, UP, INS, SHNA) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Herald-Post Pub. Co... E. M. Pooley, Pres.	E. M. Pooley (eep-e) Chester L. Chope (me) H. A. Michael (ce)	Robt. Ingram (sp) Henrietta Lowe (we)			
	NOTE: The El Paso Herald-Post and The El Paso Times are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company, to conduct publication of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, agent; Dorrance D. Roderick, general manager; E. T. Lewis, business manager; Judd Brennand, circulation manager; Mayo C. Seamon, advertising director; Jack Hall, manager general advertising; Harry Kahlert, classified advertising manager.									
ENNIS 7,815	News (1) (e) 3,897	.05	Flat	(I) (UP) (J) (5¢, 25¢w, $1.mo) (Ralph R. Mulligan)	United Pub. Co., Inc. Mrs. Helen Nowlin, Pres.	Floyd W. Casebolt (eep-e-me) Elizabeth Parsons (ce)	Elizabeth Parsons (ne-we) Bryan Adams (e)	Chas. E. Gentry (gm-bm) Louise Gerault (cm) Emma Jean Sims (Com)	Chas. E. Gentry (ad-mga-ram) Rose Barkley (cam)	Chas. E. Gentry (apm) W. G. Hodge (ms)
FORT WORTH 278,778 324,275-ABC-CZ	Press (e) 52,393	.24	Flat	(I) (SHNA, UP) (5¢, 25¢w, $1.10mo) (Scripps-Howard Newspapers, Gen Adv. Dept.)	Fort Worth Press Co. Walter R. Humphrey, Pres.	Walter R. Humphrey (eep-e) C. L. Douglas (assoc. e) W. D. Hall (me) Delbert Willis (ce)	Sam Hunter (ne) W. F. Sherrod (sp) Latryl Layton (we)	Leslie E. Yates (bm) Emil Roth (cm)	Cliff Galloway (mga) Wm. Acers (ram) Bob Eierdam (cam)	Tarleton A. Jenkins (pm) Joe R. Minyard (ms)
	Star-Telegram (1) (m) 115,441 Evening edition (e) 130,913 Combined daily (me) 246,354 Sunday edition (S) 235,325 Morning & Sunday (mS) 350,766 Evening & Sunday (eS) 366,235	.55 .55 .75 .75	Flat Flat Flat Flat	(I-D) (AP, CDN, CT-NYN, INS, RN, NANA, NYT) (5¢, 15¢S, 35¢w-m or e&S, 60¢w-m or e&S, $2.50 mo-m or e&S) (none)	Carter Publications, Inc. Amon G. Carter, Jr. Pres. Amon G. Carter, Pub. & Ch. of Board	James M. North (e) James R. Record (me) Phil R. North (asst. me) Charles Boatner (ce-pm) F. J. Curran (ce-am)	Bert Griffith (ne-pm) Jack Butler (ne-am) Cullum Green (Su) Flem Hall (sp-pm) Loren McMullen (sp-am) Mary Sears (we)	Bert N. Honea (gm &V.-P.) Harold Hough (cir. dir.) Fain Reynolds (cm)	Amon G. Carter, Jr. (ad) Ray Lee (ram) Tommy Terrill (cam)	Ralph D. Ray (pm-apm) George Woodman (ms)
FREEPORT 6,012	Facts-Review (e ex Sat.) 8,108	.08	Flat	(I) (UP) (J) (5¢, 20¢w, 75¢mo) (Chas. W. Hurley Co.)	Review Pub. Inc. C. F. Cullinan, Jr. Pres.-Pub.	Craig Cullinan (eep) Aubrey Banks (e) (me) (ce)	Jim Cummings (ne) Ed Martin (sp) Rita Covington (we)	Chet Becker (gm) J. F. Donahue (bm) E. E. Hendrix (cm)	Forrest E. Deaner (ad-cam) Bruce Morrisse (mga-ram)	Chet Becker (pm-apm) Melvin Martin (ms)
GAINESVILLE 41,246	Register (e) 5,300	.06	Flat	(I) (AP, UP) (5¢) (none)	Register Pub. Co., Inc. C. H. Leonard, Pres.	A. Morton Smith (me)	Jack Joyce (ne) Bill King (sp) Eula West (we)	C. H. Leonard (gm-bm) Warren Flowers (cm)	Bob Hughes (ram) Elizabeth Graham (cam)	Ward W. Mills (ms)
GALVESTON	News (m) 17,831 Tribune (e) 11,650 Combined daily (me) 29,481 News (S) 23,303	.... .16 .16	.... Flat Flat	(I) (AP, UP) (5¢, 10¢S, $1.00mo-T, $1.40 mo-N, $2.60mo-T-N) (Chas. W. Hurley Co.)	The News Pub. Co., Inc. Mrs. Mary Moody Northen, Pres. David C. Leavell, Pub.	C. E. McClelland (eep-me) O. D. Wilson (ce-N) Dwight Leveritt (ce-T)	A. C. Becker, Jr. (sp-N) James Woodruff (sp-T) Estelle Hamilton (we-T) Mary Clary (we-N)	David C. Leavell (gm) A. C. Becker (bm) August Weber (cm) Richard Becker (com)		Harold Durel (pm) H. A. Orrell (ms)
GARLAND 10,571	News (e ex Mon. and Sat.) 3,743 Sunday edition (S) 3,743	.055 .055	Flat Flat	(I-D) (UP) (5¢d, 5¢S) (Texas Daily Press League, Inc.)	Garland Daily News W. H. Bradfield, Sr. Pres.-Pub.	W. H. Bradfield, Jr. (eep-e-me-ce)	W. H. Bradfield, Jr. (ne-Su) Jim Reapsome (sp) Mrs. W. H. Bradfield, Sr. (we)	W. H. Bradfield, Sr. (gm-bm) J. S. Erickson (cm)	Fred Vice (ad-mga-ram-cam)	W. H. Bradfield, Sr. (pm-ms) Fred Vice (apm)
GLADEWATER 5,305	Mirror (e ex Sat.) 4,534 Sunday edition (S) 4,534	.05 .05	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 20¢w, 80¢mo) (Texas Daily Press League, Inc.)	The Mirror Pub. Co.... Harry Kates, Pub.	Mrs. Jeanne Belk (eep-e-ce) Neal Clark (me)	Tom Kelly (ne) Mrs. Eula L. Coleman (Su-sp) Mrs. Vivian Dillard (sp-we)	Mrs. Eula Coleman (gm)	Glenn Walter (ad) Marie Hewitt (ram) Mrs. Marie Jones (cam)	Jack Elrod (ms)
GONZALES 5,659	Inquirer (e) 2,654	.05	Flat	(I) (UP) (J) (5¢, 30¢w, $1mo) (Texas Daily Press League, Inc.)	Mrs. Henry Reese, Jr. & Sons, Pubs. Mrs. Henry Reese, Jr. and Sons, Pub.	Carl Rochat (eep-e-ce) Henry Reese III (me)	Mrs. Jo. B. Farmer (we)	Edward Reese (gm) Mrs. Leola Marek (cm)	Henry Reese III (ad) Alice M. Backus (ram-cam)	Dawson Minear (ms)
GREENVILLE 14,727	Banner (e ex Sat.) 8,006 Sunday edition (S) 8,021	.06 .06	Flat Flat	(D) (AP) (5¢, 10¢S, 25¢w) (Texas Harte Hanks Newspapers)	Banner Pub. Co..... Max S. Lale, Pub.	Herman Scott (e)	Jerry Cox (sp) Oillie Coon (we)	Max S. Lale (bm) James Anderson (cm)	Max S. Lale (mga)	
	Herald (m ex Mon.) 8,279 Sunday edition (S) 8,279	.06 .06	Flat Flat	(I-D) (AP) (5¢, 10¢S) (Chas. W. Hurley Co.)	Herald Pub. Co..... T. R. Poole, Pres. W. C. Poole, Pub.	T. R. Poole (eep) J. B. Briscoe (ce)	Bob Poole (sp) Gladys Poole (we)	W. C. Poole (gm-bm) Billy Davis (cm)	W. C. Poole, Jr. (ad-mga-ram)	C. M. Butcher (ms)

HOME DELIVERY +

RURAL DELIVERY +

STREET SALES +



MAIL SUBSCRIBERS

...it all adds up to

the largest circulation in Texas

246,354 Morning & Evening

225,325 Sunday

ABC Publishers Statement, September 30, 1954

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Publisher

AMON G. CARTER, JR., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

WITHOUT the use of contests, schemes or premiums...

"just a good newspaper"

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HARLINGEN 23,229 23,740-ABC-CZ	Valley Morning Star (m) ⓐ 14,476†.10* Sunday edition (S) ⓐ 13,504†.10*	....		(I) (UP) (5¢, 10¢S, 40¢w-d&S) (Texas Daily Press League, Inc.)	Valley Morn. Star Div. of Freedom Newspapers.	D. R. Segal (eep) Frank Ragsdale (me) Wm. Mayes (ce)	C. J. Martin (ne) E. C. (Doc) Osborne (Sp. Dir.) Sam Malone, Jr. (sp) Patricia Withers (we)	R. M. Juillard (gm-bm) A. T. Lawson (cm)	L. G. Nicolai (mga) F. W. Power (ram) John Rollins (cam)	L. G. Nicolai (apm)
	*23 in combination with Brownsville Herald and McAllen Monitor in Rio Grande Valley Newspaper Group. †Mar. 31, 1954									
HENDERSON 6,833	News (e ex Sat.) 6,069 Sunday edition (S) 6,069	.06 .06	Flat Flat	(D) (UP) (5¢, 5¢S, $1 mo-d&S) (Texas Daily Press League, Inc.)	News Pub. Co.	.....	C. H. Page (ne-Su) Leonard Dumas (sp) Mrs. Kathy Cc: (we)	T. N. McCarty (gm-bm) Ed Velvin (cm)	L. R. Oates (mga-ram) Ed Velvin (cam)	N. McCarty (pm-apm) E. M. Coolidge (ms)
HILLSBORO 8,363	Mirror (e ex Sat.) 4,534 Sunday edition (S) 4,534	.07* .07*	Flat Flat	(I-D) (AP) (J) (5¢, 5¢ S, 25¢w, 90¢mo) (Texas Daily Press League, Inc.)	Texas Novelty Adv. Co. M. M. Donosky, Pres. Don Brown, V. P.-Pub.	.....	Sam Paris (ne) Jim Carmichall (we)	.....	Don Brown (ad)	.....
	*.10 in combination with Weekly Mirror, combined circulation, 5,895.									
HOUSTON 506,163 730,465-ABC-CZ	Chronicle (e) ⓐ 197,273 Sunday edition (S) ⓐ 219,427	.51 .53	Flat Flat	(I-D) (AP, CDN, INS, NANA, CT-NYN, NYT, RN) (*S) (5¢, 15¢S, 37¢w-d&S, $1.50mo) (The Branham Co.)	Houston Chronicle Pub. Co. John T. Jones, Pres. Jesse H. Jones, Pub.	Harold Pyle (eep) M. E. Walter (e) R. J. Watts (me) Allison Sanders (ce)	Harry McCleary (ne) R. H. Freeman (sp) Marge Paxson (we)	J. H. Butler (gm) M. J. Butler (asst. bm) T. E. Lee (cm)	R. W. McCarthy (ad) M. J. Gibbons (mga) D. H. Dumas (ram) J. L. DuRoss (cam)	M. J. Butler (pm-apm-rd) Don Weber (ms)
	Post (1) (m) ⓐ 195,450 Sunday edition (S) ⓐ 211,202	.50 .52	Flat Flat	(I-D) (AP, NYHT, UP) (J) (5¢, 15¢S, 42¢w-d&S, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Houston Post Co. W. P. Hobby, Pres. Pub.	Ed. Kilman (eep) W. P. Hobby (e) Arthur Laro (me) Ralph O'Leary (ce)	Ted Welty (ne) W. D. Bedell (Su) Clark Nealon (sp) Bobbe Lentz (we)	W. Howard Baldwin (gm) R. H. McCoy (cm city) Jack E. Calvin (cm country) C. H. Draper (com)	Eugene J. Lemcoe (ad) Robert Barron (mga) H. W. Mossberger (ram) E. R. Kendrick (cam)	Marc Fore (pm) S. E. Buttrill (ms)
	Press (e) ⓐ 120,736	.37	.125	(I) (UP, SHNA) (5¢, 30¢w, $1.30mo) (Scripps-Howard Newspaper, Gen. Adv. Dept.)	Houston Press Co. Scripps-Howard Newspaper Ray L. Powers, Pres.	George Carmack (eep-e) Vance Trimble (me) Jack Donahoe (ce)	Ted Hutchison (ne) Geo. Wright (sp) Betty Ewing (we)	Ray L. Powers (gm-bm) Earl C. Buell (cm)	Frank Moore (ad) Mark Hanna (mga) Carl J. Barrea (ram) Wm. Bauerkemper (cam)	Jim Mantooth (pm) Carl Barrea (apm) Ralph Johnson (ms)
JACKSONVILLE 8,607	Progress (e ex Sat.) 4,869 Sunday edition (S) 4,869	.06 .06	Flat Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	Progress Pub. Co. B. H. Broiles, Pres.	B. H. Broiles (eep-e) Harold E. Whittington (me)	Wilton Hyde (sp) Mrs. Louise Broiles (we)	.....	B. H. Broiles (mga)	E. G. Beu, Jr. (ram)
KERRVILLE 7,691	Times (e ex Sat. and Mon.) 3,448 Sunday (S) 3,448	.05 .05	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 25¢w-d&S 75mo) (Texas Daily Press League, Inc.)	The Kerrville Times G. Rankin Starkey and Sam Braswell, Jr., Pubs.	Sam Braswell, Jr. (eep-e-me)	Sam Braswell, Jr. (sp) Mrs. G. Rankin Starkey (we)	G. Rankin Starkey (gm) Alex McRae (cm)	.....	.....

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

THE HOUSTON CHRONICLE has the LARGEST DAILY CIRCULATION in TEXAS . . . EVENING OR MORNING!

DAILY . . . 197,273*
(Monday through Friday)

SUNDAY . . 219,427*

**See ABC Publisher's Statement for Period Ending September 30, 1954*

THE HOUSTON CHRONICLE

JESSE H. JONES, Publisher
JOHN T. JONES, JR., President
R. W. McCARTHY, Advertising Director
M. J. GIBBONS, National Advertising Mgr.
THE BRANHAM COMPANY—*National Representatives*

42 CONSECUTIVE YEARS OF LEADERSHIP IN ADVERTISING AND CIRCULATION

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
KILGORE 9,638	News-Herald (e ex Sat.) 6,258 Sunday edition (S) 6,258	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢, 10¢ S, 30¢w) (none)	Charles K. Devall, Owner-Pub.	Winston Gardner (eep-e-me) Joseph P. Ellis (ce)	Winston Gardner (ne-Su) Theodore R. Allen, Jr. (sp) Mary Meador (we)	Chas. K. Devall (gm) Tom W. Graham (bm) James A. McCullough (cm)	Tom W. Graham (ad-ram) John Paul Jones (mga) James Smith (cam)	Chas. K. Devall (pm) Tom W. Graham (apm)
KILLEEN 7,045	Herald (e ex Sat.) 3,216	.06	Flat	(I-D) (INS) (5¢, 85¢ mo) (none)	Killeen Pub. Co. J. Chambliss Gresham Pres.-Pub.	J. Chambliss Gresham (eep-ne-ce)	Billy McMurray (sp)	Ruth Ham (cm)	K. J. Kastner (ad)	Howard Farris (ms)
LAMESA 10,704	Reporter (e ex Sat.) 4,020 Sunday edition (S) 4,020	.06 .06	Flat Flat	(D) (UP) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Texas Daily Press League, Inc.)	Southwestern Dailies Inc. C. C. Woodson, Pres. Fred V. Barbee, Jr., Pub.	James J. O'Brien (e)	James R. Parris (sp) Mrs. Eleanor Barbee (we)	Fred V. Barbee (bm) Bill W. Johnson (cm)	E. Y. Freeland, Jr. (mga)	Wm. Comedy (ms)
LAREDO 51,910	Times (e ex Sat.) 15,191 Sunday edition (S) 15,191	.14 .14	Flat Flat	(I) (UP) (8¢, 10¢S, 35¢w, $1.50mo) (Texas Daily Press League, Inc.)	Laredo Daily Times, Inc. Wm. Prescott Allen, Pres.-Pub.	Wm. Prescott Allen (eep-e) Wm. C. Ford (me) Hugh Robinson (ce)	Raul Gonzalez (ne) Wm. C. Ford (Su) Raymond Garces (sp) Mrs. Mabel C. Wall (we)	Allen K. Tish (gm-bm) Homero A. Villarreal (cm)	Allen K. Tish (ad-mga-ram) Arthur Kane (cam)	Allen K. Tish (pm) J. G. Watt (ms)
LONGVIEW 24,502	Journal (m ex Mon) 11,432 News (e ex Sat.) 8,077 Combined daily (me) 19,509 News-Journal (S) 18,784	 .13 .13	 Flat Flat	(I-D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢ w-d&S, $1.50mo-d&S) (Texas Daily Press League, Inc.)	Longview News Co. Inc. S. A. Parker, Pres. Carl L. Estes, Pub.	Carl L. Estes (eep) Ellie Hopkins (e) Ed. Leach (me)	Ellie Hopkins (ne-Su) Buster Hale (sp) Julia Acker (we)	Carl L. Estes (gm) Mrs. E. L. Lee (bm)	Geo. Howell (ad-mga-ram) Sue Brown (cam)	S. A. Parker (pm-apm) John Holland (ms)
LUBBOCK 71,747 91,019-ABC-CZ	Avalanche (m) ⓐ 31,559 Journal (e ex Sat.) ⓐ 19,390 Combined daily (me) ⓐ 50,949 Avalanche-Journal (S) ⓐ 44,420	.... .23 .23	.... Flat Flat	(I-D) (AP, INS, UP) (5¢, 15¢S, 35¢w-m, 30¢w-e, $1.40mo-m, $1.25mo-e) (Texas Daily Press League, Inc.)	Avalanche-Journal Pub. Co. Parker F. Prouty, Pres. Chas. A. Guy, Pub.	John Cavanaugh (eep) Chas. A. Guy (e) C. W. Ratliff (asso. ed.) Jay Harris (me-A) Chas. C. Watson (me-J) R. C. Hankins (ce)	Fred Harrell (ne-J) W. H. Hams (ne-A) H. R. McKee (Su) Joe Kelly (sp) Margaret Turner (we)	James D. Shaw (bm) John H. Fariss (cm)	Wayne Henly (ad) Fred H. Williams (mga) Dick Cook (ram) Howard E. Hunt (cam)	Wayne Henly (apm) Anthony E. Borbo (ms)
LUFKIN 15,135	News (e ex Sat.) 6,933 Sunday edition (S) 6,933	.07	Flat	(I) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	Lufkin Pub. Co. J. H. Kurth, Jr. Pres. W. R. Beaumier, Pub.	W. R. Beaumier (eep-e) James Hale (me-ce)	Jim Hale (ne) Bill Morgan (sp) Wanda Lovett (we)	W. R. Beaumer (gm-bm) W. C. Allen, Sr. (cm)	Ken Barfield (ad) Marie Leatherwood (mga) LaVerne Christie (cam)	Joe Ed. Murray (ms)
McALLEN 20,067 24,320- 53 ABC-CZ	Valley Evening Monitor (e ex Sat.) ⓒ 11,521† Sunday edition (S) ⓒ 11,830†	.10* .10*	....	(I) (UP) (5¢, 10¢S, 35¢w) (Texas Daily Press League, Inc.)	Valley Eve. Monitor, Division of Freedom Newspapers	D. R. Segal (eep) T. N. Gaines (me) Harvey Jewett (ce)	E. C. Osborn (sp. dir.) Don Swanson (sp) Helen Taylor (we)	R. M. Juillard (gm) John R. Kinard (bm) Lee Broussard (cm)	L. G. Nicolai (mga) Gene Sparman (ram)	L. G. Nicolai (apm)
	*.23 in combination with Brownsville Herald and Harlingen Valley Star, in Rio Grande Valley Newspaper Group. †Mar. 31, 1954									
McKINNEY 10,560	Courier-Gazette (e) 3,230	.05	Flat	(I) (INS) (J) (5¢) (none)	Perkins & Wilson Mrs. Tom W. Perkins, Sr., Owner	L. L. Perkins (me)	.....	.....	Tom W. Perkins, Jr. (ad)	.....
MARLIN 7,099	Democrat (e) 1,333	.025*	Flat	(D) (AP) (5¢, 60¢mo) (none)	Marlin Democrat Pub. Co. Geo. S. Buchanan, Pub.	Geo. S. Buchanan (e-me)	Henry Church (ne) W. H. Byrd (sp)	Mrs. Geo. S. Buchanan (cm)	Geo. S. Buchanan (mga)	.....
	*.04 in combination with semi-weekly Democrat (Tue.-Fri.), combined circulation 1,665.									
MARSHALL 22,327	News-Messenger (e ex Sat.) 11,449 Sunday edition (S) 11,756	.08 .08	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Texas Quality Newspapers, Inc.)	Marshall Pub. Co. Millard Cope, Pres.-Pub.	Sam Stringfellow (ce) Millard Cope (e-eep) Spencer Jones (me)	Sam Stringfellow (Su) Leonard Dumas (sp) Betty Chamberlain (we)	Millard Cope (gm) George Pruitt (cm)	Heard Moore (ad-ram) Mellezena Jones (mga) Gale Wilson (cam)	Millard Cope (pm) Roscoe Amonette (ms)
MART 2,269	Herald (e ex Sat.) 1,112	.025	Flat	(I-D) (J) (5¢, 75¢mo) (none)	Yancey & Hartley Chas. R. Yancey Pres.-Pub.	Louis Hartley (eep) Chas. R. Yancey (e)	Chas. R. Yancey (ne) Louis Hartley (sp) Mrs. Erie Dunn (we)	Chas. R. Yancey (gm-bm)	Chas. R. Yancey (ad-mga-ram-cam)	.....
MEXIA 6,627	News (e ex Sat.) 2,896 Sunday edition (S) 2,896	.05 .05	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w, 85¢ mo) (none)	News Pub. Co. Blake Smith, Jr., Pres.	E. C. (Ernie) Deane (eep-e)	John Moss (sp) Dorothy Johnston (we)	E. C. (Ernie) Deane (gm) Henry Atkinson (cm)	Charles Measels (ad-mga-ram) Henry Atkinson (cam)	Charles Measels (apm) Sterling Baldree (ms)
MIDLAND 21,713 36,573-ABC-CZ	Reporter-Telegram (e ex Sat.) ⓒ 12,880 Sunday edition (S) ⓒ 12,642	.11 .11	Flat Flat	(I) (AP) (5¢, 10¢S, $1.10mo) (Texas Daily Press League, Inc.)	The Reporter-Telegram Pub. Co. James N. Allison, Pres.-Pub.	W. H. (Bill) Collyns (eep-e) James Lindsey (me)	H. W. Whittington (ne)	James N. Allison (gm) Jack Ellington (cm)	R. S. Brashears (ad-mga-ram) Frank Hutchison (cam)	R. S. Brashears (apm) A. C. Robertson (ms)
MINERAL WELLS 7,801	Index (e ex Sat.) 3,289 Sunday edition (S) 3,289	.05 .05	Flat Flat	(I) (UP) (J) (5¢, 5¢S 25¢w, $1mo) (Texas Daily Press League, Inc.)	Index Printing Co. Walter Murray, Pub.	Ruth Ducker (e)	Mrs. Bettye Perry (we)	Wm. P. Cameron (bm) Ray Beard (cm)	R. K. Miller (ram) Berneece Clark (cam)	Don Portman (ms)
MOUNT PLEASANT 6,342	Times (e ex Sat.) ..... Sunday edition (S)	.045 .045	.04 .04	(I) (AP) (5¢, 5¢S, 15¢ w-d) (none)	Times Pub. Co. H. W. Cross, Pres.-Pub.	G. W. Cross (eep) Hugh C. Cross (e-ce)	G. W. Cross (ne) Ray Chapman (sp) Mrs. E. M. Porter (we)	W. E. Porter (cm)	H. C. Cross (ad-mga-ram-cam)	James Baird (ms)
NACOGDOCHES 12,327	Sentinel (e ex Sat.) 4,212	.05	Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Texas Daily Press League Inc.)	Herald Pub. Co. Victor B. Fain, Pres.-Pub.	Victor B. Fain (eep-e) Howard Page (me) Margaret Ramage (ce)	Lucille Fain (ne) Howard Page (sp) Minerva Howard (we)	Victor B. Fain (gm) June H. Lewis (bm) John Stotts (cm)	Marshall Massey (ad) Jeri Talbot (mga) F. C. Hundley, Jr. (ram) Billie J. Corlez (cam)	Woodrow Baker (pm) Joe Clifton (apm) Weaver Blacksher (ms)
ODESSA 29,495 51,588-ABC-CZ	American (e ex Sat.) ⓒ 22,072 Sunday edition (S) ⓒ 22,237	.14 .14	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w) (Texas Daily Press League, Inc.)	Odessa Amer. Pub. Co. V. L. DeBolt, Pub.	James H. Scott (me) Brad Carlisle (ce)	Sam Wagnon (ne) Harold Gammon (sp) Rita Darden (we)	V. L. DeBolt (gm) R. M. Cole (bm) J. D. Hapenney (cm)	Joe H. Scott (mga) Jay Du Bose (ram) Paul Dobbs (cam)	Jack Heisler (ms)
ORANGE 21,174	Leader (e ex Sat.) 6,379 Sunday edition (S) 6,379	.07 .07	Flat Flat	(AP) (5¢, 10¢S, $1.25 mo) (Chas. W. Hurley Co.)	Leader Pub. Co. James B. Quigley, Pres.-Pub.	J. Cullen Browning (e) Joe Parsley (me) Robt. W. Axelson (ce)	L. R. "Bob" McHugh (sp) Mrs. Herbie Dees (we)	James B. Quigley (gm) Sam Davis (cm)	Ernest Krietsch (ad-mga-ram) Mrs. M. M. Brock (cam)	O. Puckett (ms)
PALESTINE 12,503	Herald-Press (e ex Sat.) 7,490 Herald and Press (S) 7,490	.07 .07	Flat Flat	(I) (AP) (5¢, 10¢S, $1.20mo) (Texas Daily Press League, Inc.)	W. M. Hamilton & Sons W. L. Hamilton, Pub.	Ernest Jones (e) Lester Hamilton (me)	Walter Murray (sp) Mary Sloan (we)	W. L. Hamilton (gm) Jack Mullican (cm)	Alex Kobar (ad) A. P. Dougan (ram) Mary Calloway (cam)	.....

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
PAMPA 16,583 17,583-ABC-CZ	News (e ex Sat.) 7,176 Sunday edition (S) 7,216	.08 .08	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	Pampa Daily News..... E. Roy Smith, Pub.	Jim Dean (me)..... Jim Lacy (ce)	Buck Francis (sp) ..... Jane Kadingo (we)	Homer Deck (gm)..... Chas. Scott (cm)	Homer Deck (ad)..... Jessye Stroup (cam)	Kendell Green (ms)
	Spokesman (m ex Mon.) 5,729 Sunday edition (S) 5,729	.07 .07	Flat Flat	(I-D) (UP-AP) (5¢, 10¢S, 25¢w, $1.10 mo) Charles W. Hurley Co.	The Daily Spokesman Frank M. Carter, Pres.-Pub.	J. N. McKean (e)..... R. L. Getty (me) Sam J. Gerald (ce)	Haskell Maguire (sp).... Mary Clark Rixmann (we)	J. N. McKean (gm)..... Marvin Harris (bm) J. T. Bowling (cm)	Ed Schneider (ram)..... Maxine Stalcup (cam)	Ed Davis (ms)
PARIS 21,643	News (e ex Sat.) 10,963 Sunday edition (S) 11,200	.09 .09	Flat Flat	(D) (AP) (5¢, 10¢S, 30¢w-d&S) (Texas Quality Newspapers Inc.)	The North Texas Pub. Co. A. G. Mayse, Pres.-Pub.	A. W. Neville (eep-e) Ray Sissel (me)	Bill Thompson (sp) ..... Frances Toal (we)	W. W. Bassano (V.P.-gm) Robert Cox (cm)	E. W. Ellis (ad)..... Joe King (cam)	E. W. Ellis (apm) Frank Ellis (ms)
PLAINVIEW 14,044	Herald (e ex Sat.) 6,901 Sunday edition (S) 6,901	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Herald-News Pub. Co., Inc. H. S. Hilburn, Pres.-Pub. E. Q. Perry & E. B. Miller, Co.-Pubs.	H. S. Hilburn (eep-e) J. P. Woodward (me) L. D. Brown (ce)	J. P. Woodward (ne)..... H. S. Hilburn (Su) Bob Carroll (sp) Dot Barr (we)	E. Q. Perry (bm)..... Jack Bristol (cm)	E. B. Miller (ad)..... J. B. Oswald (mga) Jim Grigsby (cam)	E. B. Miller (apm) Cecil R. Cope (ms)
PORT ARTHUR 57,530 74,725-ABC-CZ	News (e) 23,010 Sunday edition (S) 23,383	.13 .13	Flat Flat	(I) (AP, UP, INS) (5¢, 10¢S, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. ..... H. M. Fentress, Pres.-Pub. J. R. Sadler (Associate Publisher)	John F. Ayres (e)..... Mayo Wells (me) Arthur H. Barr (ce)	Richard Oliver (sp)..... Grace Foote (we)	J. R. Sadler (gm)..... H. Nogle (cm)	A. D. Trahan (mga) ..... Jack Scott (dir. retail & classified) Jim Merrill (ram) Dave Beeman (cam)	.....
SAN ANGELO 52,093 52,093-ABC-CZ	Standard-Times (m) 31,408 Standard (e ex Sat.) 10,898 Combined daily (me) 42,306 Standard-Times (S) 35,323	.... .16 .16	 Flat Flat	(I-D) (AP) (5¢, 10¢S, 60¢w-me&S, $2.25 mo) (Texas Quality Newspapers, Inc.)	San Angelo Standard, Inc. Houston Harte, Pub. Edward H. Harte, (Pres. & Asst. Pub.)	Dean Chenoweth (e) ... Edwin D. Hunter (me) Grady Hill (e-S) Al Sledge (e-ST)	Bob Milburn (sp)..... Millie Bubb (we)	William M. Woody (bm) .. Harold C. Zschach (cm) Earl Utt (asst. cm)	Harry Arnold (ad-ram) John A. Casey (mga) Alan K. Clark (cam)	Frank A. Fecher (apm) Ben F. Roster (ms)
SAN ANTONIO 408,442 481,689-ABC-CZ	Express (6) (m ex Sat.) 71,342 Saturday edition (Sat.) 68,443 News (e ex Sat.) 61,297 Saturday edition (Sat.) 53,678 Combined daily (me) 132,639 Express (S) 113,005 Morning and Sunday (mS) 184,347 Evening and Sunday (eS) 174,302	.26 .26 .26 .26 .44 .32 .52 .52	Flat Flat Flat Flat Flat Flat Flat Flat	(I) (AP, CDN, UP) (5¢ m,5¢e, 15¢S, $1.35 e&S, $1.65m&S, $2.40meS) (The John Budd Co.)	Express Pub. Co..... Frank G. Huntress, Jr., Pres.	Ed Ray, Exec. Ed. (e-N) M. M. Harris (eep-E) T. C. Call (eep-N) Wm. B. Bellamy (me-N) P. B. Wise (me-E) Frank Klein (ce-E) Bill Wagner (ce-N)	Louis G. Bailly (ne-Exp) Charles Kilpatrick (ne-News) Tom McGowan (Su) Dick Peebles (sp-Exp) Johnny Janes (sp-N) Jeanne Barnes (we-E) Claudia Poff (we-N)	Frank G. Huntress, Jr. (gm) J. B. McDaniel, Jr. (bm) Rodney Brothers (cm)	Roy Jacobs (ad) Lionel Berry (mga) T. S. Fletcher (ram) Walter Lehman (cam)	.....

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PORT ARTHUR, TEXAS
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44c a line buys the morning EXPRESS and evening NEWS in Combination! 130,000 CIRCULATION--effective PENETRATION of the major BUYING POWER of San Antonio and SOUTH TEXAS!

TOTAL ADVERTISING

January through November, 1954, from Media Records

EXPRESS UP 13.9%

Total of 13,770,038 Lines . . . Gain of 1,689,086 Lines

NEWS UP 9.1%

Total of 15,505,316 Lines . . . Gain of 1,305,495 Lines

LIGHT DOWN 1.6%

Total of 15,960,130 Lines . . . Loss of 258,359 Lines

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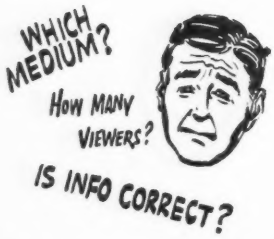
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN ANTONIO —Continued	Light (6) (e ex Sat.) ⓐ 101,781 Saturday edition (Sat.) ⓐ 90,728 Sunday edition (S) ⓐ 133,180	.31 ..... .36	 ..... Flat	(I) (AP, INS) (5¢, 15¢S, 40¢w-d&S, $1.65 mo) (Hearst Advertising Service)	Hearst Consol. Pub. Inc., S. A. Light Div. B. J. Horner, Pub. W. R. Hearst, Jr., Pres.	B. J. Horner (e) N. D. Allison (me) James Williamson (ce)	H. C. Burkhalter (ne) Lewis Fay (Su) Harold Scherwitz (sp) Miriam McGary (we)	B. J. Horner (gm) E. J. Redlinger (bm) Ed. Campbell (cm) C. S. Tilson (cm)	T. D. Gish (ad) E. A. Henckel (mga) Frank Hastings (cam)	Don Teran (pm) W. W. Curd (circ. prom.)
SHERMAN 20,150 23,552-ABC-CZ	Democrat (e ex Sat.) ⓐ 13,055 Sunday edition (S) ⓐ 13,136	.10 .10	 Flat	(I-D) (AP, UP) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	Red River Valley Pub. Co. Frank W. Mayborn, (Pres.) Ward C. Mayborn Pub. & V. P.	Albert Nibling (e) R. S. Weddle (ce)	Dana A. Blocker (ne) Ray Atteberry (sp) Mrs. Maurine Graham (we)	Albert Nibling (gm) Wayne C. Sellers (bm) O. E. (Red) Allen (cm)	Elliott L. Higgins (ad) Sherwood Cooley (cam)	.....
SNYDER 12,010	News (e ex Sat.). 6,015 Sunday edition (S) 6,233	.06 .06	 Flat	(I-D) (AP) (5¢, 10¢S, 25¢w) (Texas Quality Newspapers, Inc.)	Snyder Daily News Herbert Feather, Pres.-Pub.	Wacil McNair (e)	Dale Walton (sp) Anita Hall (we)	Herbert Feather (gm) J. R. Eckstadt (cm)	Dillard Pope (ad-mga) Winston Gregg, (cam)	.....
STEPHENVILLE 7,155	Empire (e ex Mon. and Sat.) ..... Sunday edition (S)	.05 .05	 Flat	(D) (UP) (5¢, 10¢S, 25¢w) (Texas Daily Press League, Inc.)	R. F. Higgs, Pub.-Owner	R. F. Higgs (e) R. F. Higgs, Jr. (ce)	Lem Wilcox (ne) Jada Davis (sp)	Geo. A. Lee (cm)	A. S. Jackson (ad)	Chas. Aiton (ms)
SULPHUR SPRINGS 8,991	News-Telegram (e ex Sat.) 3,198 Sunday edition (S) 3,231 *Sworn March 31, 1954.	.05 .05	 Flat	(I) (AP) (J) (5¢, 5¢S, 75¢mo) (Texas Daily Press League, Inc.)	Echo Pub. Co. Edwin W. Dean, Pres. F. W. Frailey, Pub.	K. H. Kraft (asso. ed) F. W. Frailey (e) Joe Woosley (me-ce)	Gurley Sanders (sp) Mrs. Fred Moelk (we)	F. W. Frailey (gm) I. T. Harper (cm)	W. E. Highfield (ad-ram) F. W. Frailey (mga)	Guy Felton, Jr. (ms)
SWEETWATER 13,619	Reporter (e ex Sat.) 6,234 Sunday edition (S) 6,234 *Rate includes insertion in the Nolan County News, on Thursdays, circulation 1,812.	.08 .08	 Flat	(I-D) (UP) (5¢, 10¢S, 30¢w-d&S, $1.10mo) (Texas Daily Press League, Inc.)	Sweetwater Reporter, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Roy Scudday (e-me) Allen Baker (ce)	Roy Scudday (ne) Murray Forsrall Jewel Marsh (we)	Elmer Wright (gm) Homer Baxter (bm-cm)	Bill Gause (ad-mga-ram) Alice Scott (cam)	Elmer Wright (pm) Bill Gause (apm) Bob Rasor (ms)
TAYLOR 9,071	Press (e ex Sat.) 6,385 Sunday edition (S) 6,385	.06 .06	 Flat	(I) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Taylor Press Pub. Co. Mrs. Geo. B. Peeler, Pub.	Mrs. Geo. B. Peeler (eep-e) Lin Mills (ce)	Lin Mills (ne-Su) Mary Agnes Roddy (we)	Mrs. Geo. B. Peeler (gm) Harold E. Harkins (bm) Eugene Kruse (cm)	H. E. Harkins (ad-mga) Bill Kennedy (ram) Dolores Miller (cam)	Bill Kennedy (apm) J. R. Dunman (ms)
TEMPLE 25,467 26,377-ABC-CZ	Telegram (m) ⓐ 16,885 Sunday edition (S) ⓐ 17,549	.12 .12	 Flat	(I-D) (AP, UP) (J) (5¢, 10¢S, 35¢w, $1.50mo) (Texas Daily Press League, Inc.)	Bell Pub. Co. Frank W. Mayborn, Pres.-Pub.	Frank W. Mayborn (e) Harry O. Blanding (exec. ed.) Larry Ingram (me)	Bill Streick (sp)	C. A. Schulz (gm-bm) J. K. Childress (cir. dir.)	John H. Landers (ad) Stanely L. Campbell (ram) Bruce Royal (mga) Bruce Rocke (cam)	C. A. Schulz (pm) Stanley L. Campbell (apm)
TERRELL 11,544	Tribune (e) 3,841 Sunday edition (S) 3,841	.06 .06	 Flat	(I) (UP) (5¢, 5¢S, 20¢w) (none)	Tribune Pub. Co. Fred Massengill, Jr. Pres.-Pub.	Fred Massengill, Jr. (e) Doyle Akers (ce)	Mose Martin (sp) Bennie Boone (we)	Fred Massengill, Jr. (gm) Mac Squires (cm)	Pollard Runnels, Jr. (ram) A. Berry (cam)	Joe Galbraith (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.



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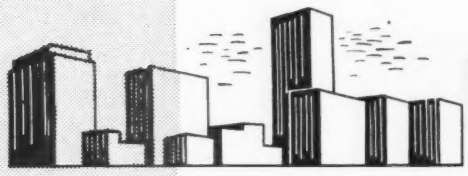

WACO market

THE WACO NEWS-TRIBUNE—TIMES-HERALD

You're Not "In" the Central Texas Market Until You're in the...

WACO NEWS-TRIBUNE (Morning)

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ON SUNDAY IT'S THE WACO TRIBUNE-HERALD

107,600 ABC City Zone 1954

Be sure you include this important market in schedules that count! This wide-awake, energetic town has stabilized its income with new industries, new enterprises, diversified agriculture . . . all combined in 1954 to provide highest bank deposits, highest retail sales in history. This exceptional market is ALL yours in one medium . . . The Waco News-Tribune and Times-Herald.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
TEXARKANA 15,875 (Ark.) 24,753 (Tex.) 51,169-ABC-CZ	Gazette (m) 22,072 News (e) 6,771 Combined daily (me) 28,843 Gazette (S) 26,291	.... .15 .15	.... Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢, 35¢w, $1.40mo) (Arkansas Dailies, Inc Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. E. Palmer, Pres.-Pub.	J. Q. Mahaffey (e) Paul Lowry (ce)	Lucille Holland (Su) Bob Mundella (sp) Mrs. Jane Ann Dugan (we)	Paul T. Morgan (bm) R. H. Cooper (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)
TEXAS CITY 16,620	Sun (e ex Sat.) 5,031 Sunday edition (S) 5,031	.06 .06	Flat Flat	(I) (UP) (5¢, 5¢S, $1mo) (Chas. W. Hurley Co.)	Mainland Pub. Co. (Corporation) David C. Leavell, Pres.-Pub.	Clyde B. Ragsdale (eep-e) Bill Trent (me)	Mabel McClure (we)	David C. Leavell (gm bm) George Roff (cm)	C. F. Caldwell (ad-mga-ram) Lola Hilton (cam)	C. F. Caldwell (pm-apm) Vestal Fisher (ms)
TYLER 38,864 44,181-ABC-CZ	Telegraph (m) 15,859 Courier-Times (e ex Sat.) 9,167 Combined daily (me) 25,026 Courier-Times-Telegraph (S) 22,743	.... .14 .14	.... Flat Flat	(D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢w, $1.40mo) (Chas. W. Hurley Co.)	T. B. Butler Pub. Co. Mrs. Sarah Butler, Pub.	Wm. E. Dozier, Jr. (e) Everett Taylor (me)	Gordon Riley (ne) D. McNair (sp) Mrs. Marguerite Hercules (we)	Calvin Clyde, Jr. (gm) Mrs. J. R. Long (Treas.) Bob Holden (cm)	John W. Hudson (ad) Tom J. Martin (cam) Mary D. Womack (mga)	W. McCullough (comp. Rm. Supt) Ray Getchell (Press-St. Supt)
VERNON 12,651	Record (e ex Sat.) 5,823 Sunday edition (S) 5,823	.06 .06	Flat Flat	(I) (AP) (J) (5¢, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Vernon Record, Inc. R. H. Nichols, Pres. Pub.	R. H. Nichols (eep-e) John Riddle (me-ce)	....	R. H. Nichols (gm) T. B. Quillin (bm) Ben Parham (cm)	T. B. Quillin (mga-ram)	....
VICTORIA 16,1[illegible] 21,192-ABC-CZ	Advocate (m) 10,445 Sunday edition (S) 10,577	.10 .10	Flat Flat	(I) (AP, UP) (J) (5¢, 10¢S, 30¢w, $1.25 mo) (Texas Daily Press League, Inc.)	Victoria Advocate Pub. Co. Morris Roberts Pres. Pub.	Wm. E. McIntosh (e) David W. Hoster (me)	John Lyons (sp) Marilyn Waida (we)	Morris Roberts (gm-bm) S. G. Hall (cm)	Bill C. Campbell (ad) John H. Alkek, Jr. (cam)	.....
WACO 84,706 93,563-ABC-CZ	News-Tribune (m) 21,658 Times-Herald (e) 25,685 Combined daily (me) 47,343 Tribune-Herald (S) 43,327	.... .25 .25	.... Flat Flat	(I) (AP, UP) (5¢, 15¢S, 40¢w-mS or eS, $1.75mo; me&S, $2.75mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. H. M. Fentress, Pres.-Pub. Pat Taggart, asst. pub.	Harry Provence (eep-e) Sam Wood (exec. ed.) Murray Neal (ce)	Gerald Frazier (ne) Dave Campbell (sp) Helen Baldwin (we)	S. D. Jones (gm) Pat Taggart (bm) Melvin Carlisle (cm) George Senior (cm City)	L. D. Armstrong (ad) Joe Kendrick (mga) L. D. Armstrong (ram) A. D. George (cam)	Joe Kendrick (pm)
WAXAHACHIE 11,204	Light (e ex Sat.) 5,108 Sunday edition (S) 5,108	.05 .05	Flat Flat	(D) (UP) (5¢, 20¢w) (Texas Daily Press League, Inc.)	Enterprise Pub. Co. C. C. Woodson, Pres. Wm. P. Davis, Pub.	Chas. Carder (me) Oliver Allen (ce)	Florence McGee (we)	Ruth B. Davis (bm) J. E. Wilhoit (cm)	Ruth Davis (ad-mga-ram) J. E. Wilhoit (cam)	Wade Taylor (ms)
WEATHERFORD 8,093	Herald (e) 3,235*	.0357	Flat	(I-D) (AP) (none)	Herald Pub. Co. A. C. MacNelly, Pres.-Pub.	A. A. Patrick (e)	.....	A. C. MacNelly (gm)	A. C. MacNelly (ad)	.....
	*Sworn March 31, 1954.									
WICHITA FALLS 68,042 96,551-ABC-CZ	Record-News (m) 29,152 Times (e) 24,982 Combined daily (me) 54,134 Times (S) 47,163	.... .24 .24	.... Flat Flat	(D) (AP, UP) (5¢, 10¢S, $2.50mo-combined) (The Katz Agency, Inc.)	Times Pub. Co. Rhea Howard, Pres. Pub.	Rhea Howard (eep) A. L. Parker (me-T) Curtis Cook (me-e-RN) L. T. Hamlett (ce-T) Cliff Clines (ce-RN)	Wm. L. Donnell (ne) A. L. Parker (Su) Bob Heirdbin (sp)	Rhea Howard (gm) James B. Barnett (bm) W. E. Rutledge (cm)	R. E. Tushingham (lam) Jas. B. Barnett (mga) V. N. Armstrong (ram) Leslie Howard (cam)	Ben Blanton (pm) John W. Dobbs (ms)

UTAH

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LOGAN 16,932 17,300-ABC-CZ	Herald-Journal (e ex Sat.) 6,558 Sunday edition (S) 6,483	.08 .08	Flat Flat	(I)(INS, UP) (J) (5¢, 10¢S) (Gilman, Nicoll & Ruthman)	Cache Valley Newspaper Co. Robert W. Martin, Pub. R. S. Howard, Pres. (Scripps League)	Ray Nelson (eep-e-me) Ross Gomes (ce)	James Cole (sp) Edith Morgan (we)	Robert W. Martin (gm) H. Schilling (cm)	Howard Makin (ad) Ree Hanson (ram) Frank Meikle (cam)	A. H. John (ms)
OGDEN 57,112 66,716-ABC-CZ	Standard-Examiner (e) 26,916 Sunday edition (S) 26,919	.16 .16	Flat Flat	(I) (AP, UP) (5¢, 10¢S, $1.60mo) (Reynolds-Fitzgerald, Inc.)	Standard-Examiner Pub. Co. A. L. Glasmann, Pub. Evelyn Glazebrook, Pres.	D. J. Greenwell (eep) Roger D. Budrow (me) Dexter Ellis (ce)	G. W. Perrins (ne) Charles Carver (Su) Al Warden (sp) Alice West (we)	Joseph F. Breeze (gm) Leonard A. Garner (cm)	Jos. W. Sullivan (mga) Mark Darney (ram) Phyllis Glasmann (cam)	Wm. Glassmann, Jr. (ms)
PROVO 28,937 51,445-ABC-CZ	Herald (e ex Sat.) 12,363 Sunday edition (S) 12,483	.11 .11	Flat Flat	(I) (UP) (5¢, 5¢S, $1.50mo) (Gilman, Nicoll & Ruthman)	Herald Corp. L. B. Tackett, Pub. (Scripps League)	N. L. Christensen (e) E. R. Rasmuson (eep) Theron Luke (ce)	Ray Schwartz (sp) Mildred Hall (we)	Richard Tilton (bm) Fred F. Forbes (cm) Bailey Lindstrom (com)	Frampton Collins (ram) E. L. Sims (cam)	.....
SALT LAKE CITY 182,121 252,905-ABC-CZ	Tribune* (m) 92,432	.40	Flat	(I) (AP, INS, Dow Jones, CT-NYN, RN, NYT) (5¢, 15¢S, $1.85mo) (Moloney, Regan & Schmitt, Inc.)	Kearns-Tribune Corp. J. F. Fitzpatrick, Pres.-Pub.	Arthur C. Deck (exec. ed.-me) Hays Gorey (ce)	James England (ne) Roy Hudson (Su) John Mooney (sp) Barbara Croft (we)	A. F. Peterson (bm) Thos. F. Kearns, Jr. (asst. to bm) James W. Cargile (cm) Ott R. Seidel (asst. cm) George F. Egan (com)	D. E. Lambourne (ad) Ralph Davison (asst. ad-ram) K. M. Carpenter (mga) L. H. Egbert (cam)	Robert E. Cutler (pm) Milton A. Brown (prod. mgr.) Harold Grayston (ms)
	Deseret News & Salt Lake Telegram* (e) 86,432 Combined daily (me) 178,864 Tribune* (S) 174,786	.40 .53 .53	Flat Flat Flat	(I) (UP, INS, NYHT) (J) (5¢, $1.50 mo-d, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Deseret News Pub. Co. Mark E. Petersen Pres.-Pub. O. Preston Robinson, Gen. Man.	Wm. B. Smart (eep) O. Preston Robinson (e) Theron C. Liddle (me) L. Glen Snarr (exec. ne) King Durkee (ce)	George W. Ford (ne) Harold G. Miller (sp) Evelyn Sims Mazuran (we)			

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VERMONT

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BARRE 10,922 10,922-ABC-CZ	Times (e) 8,414	.08	Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Barre Daily Times, Inc. Dean H. Perry, Pres.-Pub.	G. E. Billings (asst ed-eep) Dean H. Perry (e-me) P. G. Angwin (ce)	.....	A. C. Walker (bm)	A. C. Walker (ad) Geo. J. Gladding (ram)	A. C. Walker (pm) S. F. Harrington (ms)
BENNINGTON 8,002	Banner (e) 4,751	.07	Flat	(I-R) (AP) (5¢, 30¢w, $1.20mo) (Julius Mathews Special Agency, Inc.)	Bennington Banner, Inc. Frank E. Howe, Pres. Frank E. Howe, II, Pub.	F. E. Howe, II (eep) Frank E. Howe, II (e-me) Agnes Rockwood (ce)	Laurence Barker (ne) Walton Harwood (sp) Agnes Rockwood (we)	Frank E. Howe, II (gm) Alice Harwood (bm)	George E. Hadwen (ad-mga-ram) Mae Winslow (cam)	G. E. Hadwen (apm) Quincy Harrington (ms)

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BRATTLEBORO 9,606	Reformer (e) 6,544	.07	.06	(R) (AP) (5¢, 30¢w, $1.25mo) (Gilman, Nicoll & Ruthman)	Brattleboro Pub. Co. H. C. Rice, Pres.-Pub.	John S. Hooper (eep-e) Robt. L. Dubuque (me-ce)	Robt. Dubuque (ne) Victor Harrison (sp) Evelyn Frost (we)	Harold C. Allen (bm)	Harold C. Allen (ad-mga-ram-cam)	Joseph Dellamano (ms)
BURLINGTON 33,155 39,889-ABC-CZ	Free Press (m) 29,012	.16		Flat (I-R) (AP) (7¢, 35¢w, $1.35mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Free Press Ass'n George E. Little, Pres. David W. Howe, Pub.	Edward F. Crane (eep) Robt. E. Beaupre (ce)	Walt Hickey (sp)	J. Warren McClure (bm) Frank J. Heinrich (cm)	J. Warren McClure (ad) David W. Howe (mga) C. Andrew Bartlett (ram) H. Moore Payette (cam)	
	News (e ex Sat.) 6,306 Sunday edition (S) 12,842	.09 .11	 Flat	Flat (I) (UP) (5¢, 15¢S, 40¢w, $1.75mo) (Story, Brooks & Finley, Inc.)	Burlington Pub. Co., Inc. Wm. Loeb, Pres.-Pub.	Harry Holden, Sr. (eep) Robert E. Cronin (ce) C. A. Carroll (me-ne)	Rick Marcotte (sp) Frances Barry (we)	William Montague (gm) Frank Bent (bm) Augustus W. Maiorana (cm)	John F. Smith (ad-mga)	William Simpson, Allan McIsaac (ms)
MONTPELIER 8,599	Argus (e) 4,977	.06		Flat (R) (AP) (6¢, 30¢w) (Julius Mathews Special Agency, Inc.)	B. E. Atkins, Pub.	B. E. Atkins (e-me) Stanley L. MacPherson (ee)	Stanley L. MacPherson (ne) Henry Jurras (sp)	B. E. Atkins (gm-bm-cm)	Mrs. A. Charles Fernandez (ad-mga-ram-cam)	
NEWPORT 5,217 5,217-ABC-CZ	Express (e) 4,234	.05		Flat (I-R) (AP) (J) (5¢, 30¢w) (Ralph R. Mulligan)	Gilpin, Hunt & Co., Inc. Wallace H. Gilpin, Pres.	Wallace H. Gilpin (eep) Franz A. Hunt (me) R. T. Albee (ce)	K. H. Hunt (ne) Aldemand Rousseau (sp) Gertrude Albee (we)	Franz A. Hunt (gm) Robert C. Hunt (bm) Eleanor Burleton (cm)	Eugene Joya (mga-ram)	R. C. Hunt (apm) Roger Gilpin (ms)
RUTLAND 17,659 17,659-ABC-CZ	Herald (m) 20,336	.13		Flat (I-R) (AP) (5¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Herald Association, Inc. Robert W. Mitchell, Pres.-Pub.	Robert W. Mitchell (e) Lawrence Howard (ce)	H. Hall Mattison (ne) William Dexter (sp)	Leroy B. Noble (bm) Earle B. Fuller (cm)	L. B. Noble (mga) William J. Murphy (ram) Rufus F. Walker, Jr. (cam)	
ST. ALBANS 8,552 8,552-ABC-CZ	Messenger (e) 3,447	.05		Flat (I) (UP) (5¢, 15¢S, 40¢w, $1.75mo) (Story, Brooks & Finley, Inc.)	St. Albans Pub. Co. Wm. Loeb, Pres.-Pub.	Walter L. Murtagh (e)	Russell Spear, (ne)	Walter L. Murtagh (gm) James C. Lawyer (cm)	W. J. Montague (ad) Wm. J. Clack (mga)	Brice MacKay (ms)
ST. JOHNSBURY 7,370 7,370-ABC-CZ	Caledonian-Record (e) 5,231	.06		Flat (I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres.-Pub.	Lowell Smith (me)	Jack Dunne (sp) Mrs. Stanley Oldham (we)	Gordon Smith (bm)	Robert Naylor (ram)	Glenn Perry (ms)

VIRGINIA

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ALEXANDRIA 61,787 81,683-ABC-CZ	Gazette (e) 11,354	.16	.....	(I-D) (AP, INS, UP) (5¢, 30¢w, $1.30 mo) (Shannon & Associates, Inc)	Alexandria Gazette Corp. C. C. Carlin, Jr., Pres.-Pub.	Chas. C. Carlin, Jr. (e) John Barton Phillips (eep) Sylvester Kerstein (me) Paul Hope (ce)	G. Hurst Paul (ne) Eddie Crane (sp) Mary Brock (we)	Lewis A. Stearman (gm-bm) L. R. Bridgsforth (cm)	J. L. Reenstierna (ad) Robt. Jordan (mga-ram) Mrs. Helen Young (cam)	R. O. Stryke (ms)
ARLINGTON COUNTY* 135,449 135,449-ABC-CZ	Daily Sun (e) 6,870 Combined daily (e) 18,224	..... .16	..... Flat	(I-D) (AP, INS, UP) (5¢, $1.10mo) (Shannon & Associates, Inc.)	Daily Sun C. C. Carlin, Jr., Pub.	C. C. Carlin, Jr. (eep-e) Rupert D. Sparks (me) Wm. De Muth (ce)	Lynn Mitchell (ne) Robert Sandin (sp) Nell Marie Lackman (we)	Rupert D. Sparks (gm-bm) Wiley D. Bly (cm)	R. F. Kidney (ad) Charles Lawrence (mga) S. L. Helston (cam) Blackwell Hawthorne (ram)	R. O. Stryke (ms)

*Classified as urban under special rule.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BRISTOL 16,771 In Tenn. 15,954 In Va. 37,592-ABC-CZ	Herald Courier (m) 18,688	.....	.....	(I) (AP)	Bristol, H. C. Pub. Corp. T. S. Bradford, Pres.-Pub.	Woody Vance (me) Jim Baxley (eep)	Gene Thompson (sp) Lillian Childress (we)	T. S. Bradford (gm)	Frank Robinson (ad) George McClellan (mga) William C. Wood (ram) Robert Miller (cam)	Frank Robinson (pm) L. H. Solomon (ms)
	Virginia-Tennessean (e) 6,622 Combined daily (me) 25,310 Herald Courier (S) 23,879	..... .16 .16	..... Flat Flat	(I) (INS, UP) (5¢, 15¢S, 40¢w-dS, $1.75mo) (General Advertising Service, Inc. and Moran & Hedekin, Inc.)	Bristol Independent Pub. Corp. T. Eugene Worrell, V. P.-Pub.	T. Eugene Worrell (eep-e) Herman Giles (exec. ed.) Roy Elkins (me)	Bert Hale (sp) Frances Baker (we)	T. S. Bradford (gm) John C. Conrad (cm)		

The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows; T. Eugene Worrell, President; Tutt S. Bradford, Vice President, Treasurer and General Manager; Leonard Hall, Secretary; Joe Beach, Assistant Secretary.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLOTTESVILLE 25,969 25,969-ABC-CZ	Progress (e) 11,493	.10		Flat (I-D) (AP) (5¢, 30¢w)	Partnership, C. E. Lindsay, N. L. Faville and E. L. Paxson C. E. Lindsay, Pub.	C. R. Babcock (eep-me) Lindsay Mount (ce)	Chris Cramer (sp) Anita B. Black (we)	C. E. Lindsay (gm) J. W. Gentry (bm) S. L. Floyd (cm)	C. E. Lindsay (mga) W. R. Noud (ram) Marie C. Martin (cam)	
CLIFTON FORGE 5,795	Review (e) 2,250	.045		Flat (I) (UP) (J) (5¢, 30¢w) (Newspapers South)	Clifton Forge Review, Inc. Jack B. Thompson, Pres.-Pub.-e		Mrs. H. R. Topping (we)	Jack B. Thompson	Buck Bayne (ad)	Clarence W. Pursley (ms)
COVINGTON 5,860 10,972-ABC-CZ 5,860	Virginian (e) 6,355	.06		Flat (I) (AP) (J) (5¢, 30¢w) Moran, Hedekin, & Fisher, Inc.)	Covington Virginian, Inc. Mrs. C. P. Beirne, Pres.	R. F. Beirne, III (me)	W. Brill (ne) D. F. Thomas (sp) Mrs. Ann Keller (we)	Richard F. Beirne, Jr. (gm-bm) W. I. Smith (cm)	Gay Arritt (ad) J. M. Watts (ram) Miss Mary Lamb (cam)	William Pendleton (ms)
DANVILLE 35,066 47,502-ABC-CZ	Register (m ex Mon.) 11,057 Bee (e) 14,336 Combined daily (me) 25,393 Register (S) 18,584 Evening & Sunday (eS) 32,920	.... .14 ..... .15	.... Flat ..... Flat	(D) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (John Budd Co.)	Register Pub. Co., Inc. Mrs. E. Stuart James Grant, Pres. Walter L. Grant, Pub.	W. Marion Saunders (e-R) G. Tetley (e-B) W. E. Christianson (me-B) Gene Willis (me-R) Arlon Johnson (ce-B) W. N. Vernon (ce-R)	W. N. Vernon (ne-R) Julian Adams (ne-B) Nick Andrews (sp) Mary Prillaman (we)	A. A. Farley (gm-bm) R. W. Douglas (cm)	J. R. Browder (ad-mga-ram) E. H. Carter (cam)	V. E. Wilkerson (ms)
FREDERICKSBURG 12,158 12,158-ABC-CZ	Free Lance-Star (e) 9,254	.07		Flat (I) (AP) (5¢, 25¢w) (De Lisser, Inc.)	Free Lance-Star Pub. Co. Charles S. Rowe, Pres.-Pub. Josiah P. Rowe, III Co.-Pub.	Charles S. Rowe (e-me) James P. McKnight (ce)	Earle M. Copp, Jr. (sp) Mrs. Marilyn T. Muse (we)	Josiah P. Rowe, III (gm) Lewis L. Duckwall (cm)	Perry A. Thompson (ad) Evelyn S. Burton (cam)	Josiah P. Rowe, III (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HARRISONBURG 10,810 10,810-ABC-CZ	News-Record (m) 13,405	.09	Flat	(I) (AP) (5¢, 25¢w, 80¢ mo) (De Lisser, Inc.)	Rockingham Pub. Co. H. F. Byrd, Pres.-Pub.	H. F. Byrd, Jr. (eep)	J. R. Lineweaver (ne) Vincent Reilly (sp) Ethel M. Lucas (we)	H. F. Byrd, Jr. (gm) Bruce Slaven (bm) Alice Kline (cm)	Bruce Slaven (ad-mga-cam) Weldon Showalter (ram)	Bruce Slaven (pm-apm) Harry Slaven (ms)
HOPEWELL 10,219 16,074-ABC-CZ	News (e ex Sat.) 3,739	....*	Flat	(I) (UP) (J) (5¢, 25¢w) (De Lisser, Inc.)	A. Robbins, Jr., Pub.	A. Robbins, Jr. (eep-e) Cordelia Robbins (me-ce)	James Betts (sp) Miss Dorothy Moore (we)	Ross G. Miller (bm) Fred Roscher (cm)	O. O. Rollins (ad-mga) W. E. Alderson (ram) Carl Thilen (cam)	Ross G. Miller (pm) H. H. Riddle (ms)

*National advertising sold only in combination with the Petersburg Progress-Index, rate .14 flat.

LYNCHBURG 47,727 53,880-ABC-CZ	News (m) 14,591 Advance (e) 15,220 Combined daily (me) 29,811 .14 Flat News (S) 22,720 Evening & Sunday (eS) 37,940 .17 Flat			(I-D) (AP) (5¢, 15¢S, 30¢w-e, 35¢w-mS) Ward-Griffith Co., Inc.)	Carter Glass & Sons, Pubs. Carter Glass, Jr., Powell Glass, Jr., Co.-Pubs.	Robert C. Glass (e-N) Philip L. Scruggs (e-A) Peyton B. Winfree, Jr., (me) A. T. Gunn (ce-N) David W. Wright (ce-A)	Ted Thompson (ne-N) H. L. Johnson (ne-A) Ray Lovenbury (sp-N) Milton Apperson (sp-A) Mrs. Martha Adams (we-N) Mrs. Elizabeth Young (we-A)	Carter Glass, Jr. (gm) Clyde L. White (bm) W. E. Messick (cm)	C. L. White (mga) R. C. McGhee (ram)	M. P. Tanner (ms) T. R. Glass (pm)
MARTINSVILLE 17,251 17,960-ABC-CZ	Bulletin (e ex Sat.) 8,963 Sunday edition (S) 8,393	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 35¢w, $1.55mo)(De Lisser, Inc.)	Martinsville Bulletin, Inc. R. H. Haskell, Jr., Pres.-Pub.	K. L. Thompson (e) Seymour Rosenberg (me)	R. D. Hudson (sp) Helen Black (we)	W. R. Martin (gm) Marvin Goins (cm)	Warren H. Onken (mga) J. Newton Poindexter (ram) Al. Krupski (cam)	E. H. Baldwin (ms)
NEWPORT NEWS-HAMPTON-WARWICK 143,227 143,227-ABC-CZ	Press (m ex Sat.) 27,410 Sat. Morning 24,683 Times Herald (e ex Sat.) 30,319 Sat. Evening 28,916 Combined daily (me) 57,729 .25 Flat Press (S) 43,920 .19 Flat			(I-D) (AP) (5¢, 15¢S, 30¢w-e, 40¢w-,m&S, $1.75 mo-m&S, $1.30 mo-e, 65¢ mo-S) (Sawyer-Ferguson-Walker Co.)	Daily Press, Inc. William R. Van Buren, Pres. Mrs. Dorothy R. Bottom, V. P.	Fred N. Naff (eep-DP) Wm. M. Harrison (eep-e-TH) Mrs. Dorothy R. Bottom (e-DP) Howard E. Lee (me-DP) J. Raymond Long (me-TH) Matthew T. Fulgham (ce-DP) Louis F. Bain (ce-TH)	W. R. Van Buren (ne) Howard E. Lee (Su) Chas E. Karmosky (sp-DP) G. Edward Travis (sp-TH) Mrs. Margaret P. Flanagan (we)	Mrs. Dorothy R. Bottom (bm) O. W. H. Moody (cm)	A. F. Colonna (ad-ram) James D. Cherry (mga) Frank Thieme (cam)	Ramon Judkins (ms)
NORFOLK-PORTSMOUTH-SOUTH NORFOLK *252,605 (N) 80,039 (P) 10,434 (SN) 385,111-ABC-CZ	Virginian-Pilot (1) (m) 104,248 Ledger-Dispatch (1) (e) 64,469 Combined daily (me) 168,717 .54 Flat Virginian-Pilot (S) 120,816 Evening & Sunday (eS) 185,285 .57 Flat			(I-D) (AP, NANA) (ROP-3) (5¢, 15¢S, 25¢w-d, 40¢w-d&S) (The John Budd Co.)	Norfolk Newspapers, Inc. P. S. Huber, Jr. Pres. Frank Batten, Pub.	Lenoir Chambers (e) Joseph Leslie (e-LD) John Spencer (me-VP) Thos. A. Hanes (me-LD) Jos. Bobbitt (ce-VP) Chas. Reilly (ce-LD)	R. K. T. Larson (ne-VP) J. E. Shank (ne-LD) Wm. N. Cox (sp-VP) William Diehl (sp-LD) Miss Frances Stansbury (we-VP) Mrs. Marion Thomas, (we-LD)	T. E. Roberts (cm) H. E. Eisenbeiss (com)	Ellis L. Loveless (ad-dir.) Stanley Leonard (mga) James E. Simmons (ram) W. S. Davis (cam)	Robt H. Kline (pm) Walker Young (prod. mgr.)

*includes Territory Annexed Jan. 1, 1955.

PETERSBURG 35,054 45,719-ABC-CZ	Progress-Index (e) 16,410 Sunday edition (S) 16,694	....* ....*	Flat Flat	(I-D) (AP, INS) (5¢, 10¢S, 35¢w, $1.50 mo) (Small, Brewer & Kent)	Petersburg Newspaper Corp. Geo. H. Lewis, Jr., Pres. Geo. H. Lewis, Jr., Pub.	A. L. Singleton, Jr. (eep) Edw. A. Wyatt (e) J. Curtis Lyons (me) Herbert G. Turner (ce)	Jack Fulp (ne) Herbert G. Turner (Su) Hubert C. Tillery (sp) Martha Marable (we)	George H. Lewis, Jr. (gm) J. Edw. Inge (cm)	Henry T. Blankenship (ad) Robert E. Baxter (mga) L. N. Shelley (ram) Geo. N. Clarke (cam)	Robert E. Baxter (pm) Henry T. Blankenship (apm) John B. Casey (ms)

*National advertising sold only in combination with the Hopewell News; rate .14 flat.

PORTSMOUTH 80,039 105,645 ABC-CZ	Star (e) 25,683 Sunday edition (S) 25,864	.13 .13	Flat Flat	(I-D) (AP, INS) (5¢, 15¢S, 35¢w-d&S, $1.50mo) (Ward-Griffith Co. Inc.)	Portsmouth Star Pub. Corp. Norman R. Hamilton, Pres.-Pub.	Norman R. Hamilton (e) Barrett Richardson (eep) Dave P. Glazer (me) Vernon C. Barrett (ce)	Loyal Gwynne (ne) Jane Hix (Su) John Crittenden (sp) Lelia J. Triplett (we)	R. F. Wood (gm) J. C. Irwin (bm) L. M. Palmer (cm)	W. B. Darden (ram) E. F. Rogers (mga) M. G. Newsome (cam)	Thos. F. Bie (pm) Chas. Townsend (ms)
PULASKI 9,202 9,202-ABC-CZ	Southwest Times (e ex Sat.) 4,759 Sunday edition (S) 4,863	.07 .07	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢ w-d&S) (none)	Southwest Times, Inc. Thomas A. Phillips, Jr., Pub.-V.P.	Thomas A. Phillips, Jr., (e) Gordon T. Mills, Jr. (me)	Mrs. Tom Combitts (we)	C. A. Shufflebarger (bm) Mrs. Earle C. Shufflebarger (cm)	C. L. Hathaway (ad) Thomas A. Phillips, Jr. (mga) Miss Charles Wainwright (ram) Wayne Ausmus (cam)	I. Bert Johnson (ms)
RADFORD 9,026	News Journal (e) 3,510	.06	Flat	(I) (AP) (5¢, 30¢w)	Radford Pub. Co. Paul L. Mixter, Pres.-Pub.	Dan J. Rooker (eep-e-me) Edward Hill (me)	Edward Hill (ne) Charlotte Giesen (we)	Dan J. Rooker (gm) Mary Lawton (cm)	Charles Hurst (ram) Mary Lawton (cam)	Lindsay Brookman (ms)
RICHMOND 230,310 287,660-ABC-CZ	Times-Dispatch (11) (m) 123,904 News-Leader (e) 99,100 Combined daily (me) 223,004 .55 Flat Times Dispatch (S) 176,679 .45 Flat (e&S) 275,779 Flat			(I) (AP, UP) (I) (AP) (5¢, 15¢S, 30¢w-d, 40¢w-d &S) (Sawyer-Ferguson-Walker Co.)	Richmond Newspapers, Inc. D. Tennant Bryan, Pres.-Pub.	Virginius Dabney (eep-TD) J. J. Kilpatrick (eep-NL) John H. Colburn (me-TD) Chas. H. Hamilton (me-NL) F. J. McDermott (ce-TD) John E. Leard (ce-NL)	Clarke Bustard (Su-TD) Chauncey Durden (sp-TD) Laurence Leonard (sp-NL) Mrs. Ernest Edinger (we-TD) Sylvia Costen (we-NL)	John Dana Wise (gm) James L. Stott (bm) I. Newman Leadbetter (cm)	Richard S. Stephenson (ad) Forest G. Bogan (mga) Harry E. Judges (ram) H. W. Richardson (cam)	A. S. Donnahoe (rd)
ROANOKE 91,921 125,109-ABC-CZ	Times (m) 44,460 World-News (e) 40,347 Combined daily (me) 84,807 .27 Flat Times (S) 80,195 .27 Flat			(I) (AP,UP) (5¢, 15¢S, 40¢w-m&S, $1.75 mo) (Sawyer-Ferguson-Walker Co.)	Times-World Corp. M. W. Armistead, III (Pres.-Pub.)	J. M. Orndorff (eep-T) M. Carl Andrews (eep.WN) Wm. Atkinson (me-T) Horace Hood, III (asst. me-T) W. C. Stouffer (me-WN) Norwood Middleton (ce-T) A. G. Smith (ce-WN)	C. R. Hughes (sp-WN) Harold Wimmer (sp-T) Mary Bland Armistead (we-WN) Anne Montgomery (we-T)	Shields Johnson (gm) E. C. Lugar (cm) R. H. Wills (Treas)	A. L. Wimmer (mga) G. A. Smith, Jr. (ram) R. F. Turner (cam)	B. W. Morris, Jr. (pm)
STAUNTON 19,927 20,378-ABC-CZ	News-Leader (m ex Mon.) 7,010 Leader (e) 5,300 Combined daily (me) 12,310 .09 Flat News Leader (S) 8,131 .09 Flat Evening & Sunday (eS) 13,431 .09 Flat			(I-D) (AP) (5¢, 5¢S, 25¢w, $1mo) (De-Lisser, Inc.)	Staunton Leader Pub. Co., Inc. E. Walton Opie, Pub.	E. Walton Opie (eep-NL) E. Lewis Knowles (e-me-L) Jas. W. Thacker, Jr. (ce-L) Harry C. Blank (ce-NL)	James W. Thacker, Jr. (sp)	H. L. Opie, Jr. (gm) John M. Riddle (cm)	Rowland Threlkeld (ad) Mrs. Chas. K. Brown (mga)	.....

*Sunday rate includes insertions in Saturday or Monday evening editions.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
STRASBURG 2,200	Northern Virginia Daily (m) 7,639	.075	Flat (I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Shenandoah Publishing House, Inc. E. E. Keister, Pres.-Pub.	A. D. Davidson (eep-e-me) Ray Heishman (ce)	Ray Heishman (ne) Mrs. Mary Townes (we)	Jas. J. Crawford (gm-bm) Anne Phalen (cm)	Geo. W. Trimble (ad-mga-ram) Marjorie Pole (cam)	C. S. McCarty (ms)
SUFFOLK 12,339	News-Herald (e) 7,009 (S) 7,004	.07 .07	Flat (I) (AP) (5¢, 10¢S, 25¢w) (De Lisser, Inc.) Flat	Suffolk News Co., Inc. W. J. Missett, Pres.-Pub.	W. J. Missett (e) Ira E. Moore (me-ce)	Ira E. Moore (ne) Mary Jane Andrews (we)	W. J. Missett (gm-bm) A. L. Grant (cm)	Geo. K. Green (ad-mga-ram) Mrs. Margaretta Smith (cam)	W. P. Brown, Jr. (pm) R. T. Piland (ms)
WAYNESBORO 12,357 12,357-ABC-CZ	News Virginian (e) 6,351	.06	Flat (I-D) (AP) (5¢, 25¢w) (Moran, Hedekin & Fischer, Inc.)	Waynesboro Pub. Corp. Louis Spilman, Pres.	Louis Spilman (e) Edw. P. Berlin, Jr. (me)	Chas. Burtner (sp) Ella Hester Matheny (we)	Louis Spilman (gm) Carroll F. Knicely (cm)	Mrs. R. F. Ergenbright (cam)	G. L. Ryman (ms)
WINCHESTER 13,841 13,841-ABC-CZ	Star (e) 8,295	.06	Flat (D) (AP) (5¢, 20¢w, 80¢mo) (DeLisser, Inc.)	Star Pub. Co. H. F. Byrd, Jr., Pres.-Pub.	H. F. Byrd, Jr. (eep-e)	Eugene P. Miller (ne) Douglas O'Connel (ne) Charles Tait (sp) Miss Bobbie Conrad (we)	R. S. Fansler (bm) G. S. Miller (cm)	H. D. Koontz (ad-mga)	George Lutz (ms)

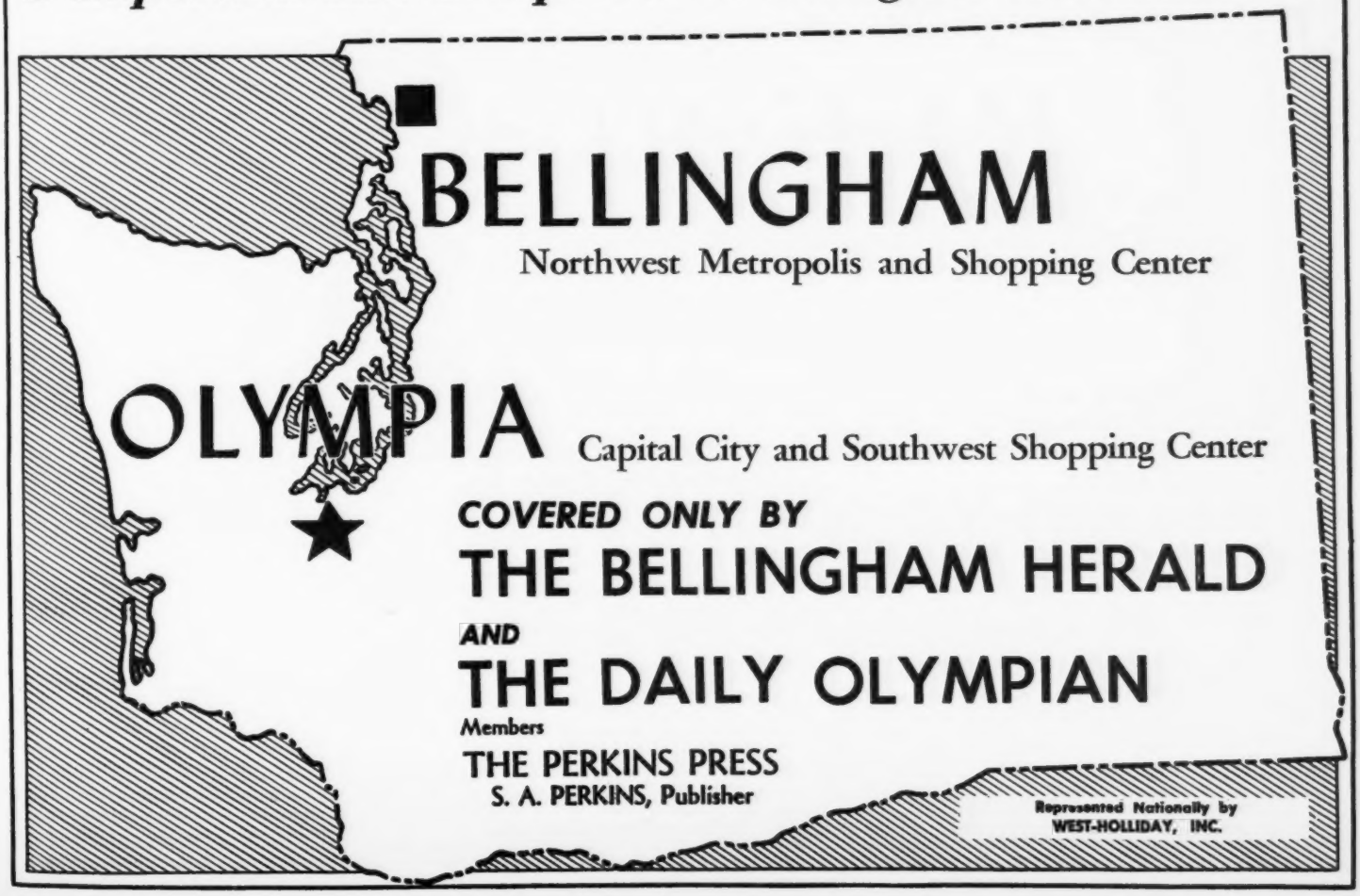
WASHINGTON

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN 19,653	World (e) 16,506	.10	Flat (R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Grays Harbor Pub. Co. W. A. Rupp, Pres.-Pub.	W. A. Rupp (eep-e) E. Van Sycle (exec.e) David Heenan, Jr. (me) Edward Stanley (ce)	David Heenan, Jr. (ne) Adrian Fredericksen (sp) Primrose Rupp Foelkner (we)	W. A. Rupp (gm) P. P. Foelkner (bm) Earl R. Thygeson (cm)	Webster M. Ruble (ad-ram) Peter Foelkner (mga) C. Bonebrake (cam)	Webster M. Ruble (pm-apm) Emil Yuni (ms)
ANACORTES 6,919	American (e ex Thur. and Sat.) 2,715*	.06	Flat (I) (AP) (J) (5¢, 90¢ mo) (none)	Anacortes American John Webber & Wallie Funk, Co.-Pubs.	Wallie Funk (eep-e) Cliff Danielson (me) Ken MacLean (ce)	Wallie Funk (sp) Faith Paddock (we)	John Webber and Wallie V. Funk (gm) John Webber (bm) Leo Thompson (cm)	John Weber (ad-mga) Art Olsen (ram) Joyce Webber (cam)	Robert Fader (ms)
	*Sworn March 31, 1954.								
BELLINGHAM 34,112	Herald (e ex Sat.) 20,107 Sunday edition (S) 20,376	.11 .11	Flat (I-R) (AP, UP) (5¢, 5¢S, $1.25mo) Flat (West-Holliday Co., Inc.)	Bellingham Pub. Co. Member Perkins Press S. A. Perkins, Pres.-Pub. E. S. Planta, Asst. Pub.	W. C. Carver (eep-e-me) B. H. Sefrit (ce)	Wallie Lindsley (sp) Mrs. Sam Rugg (we)	C. L. Sefrit (bm) Frank Tack (cm)	H. H. Brosious (mga) William Wetherell (ram) Dick McKinney (cam)	
BREMERTON 27,678 42,275-ABC-CZ	Sun (e) 20,870	.11	Flat (I) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Bremerton Sun Pub. Co.	Julius Gius (e) Robert Sutton (ce)	James T. Crowe (ne) Robert Torseth (sp) Julia MacDonald (we)	Alex F. Ottevaere (bm) Stanley L. Morris (cm)	Jack M. Banks (ad-ram) James L. Preston (mga) Gerald Clark (cam)	Robert E. Hedman (ms)
CENTRALIA-CHEHALIS 8,657 Centralia 5,639 Chehalis 17,003-ABC-CZ	Chronicle (e) 9,460	.07	Flat (R) (AP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Centralia Ptg. Co., Inc. R. W. Edinger, Pres.-Pub.	R. W. Edinger (eep-e) E. J. Olson (ce)	E. J. Olsen & V. B. Noel (ne) Malcolm MacNey (sp) Beulah Robinson (we)	John B. Edinger (gm-bm) Joe Van Der Hoeff (cm)	E. G. Judson (ad-mga-ram-cam)	E. G. Judson (pm-apm) L. H. Sutherland (ms)
ELLENSBURG 8,430 9,379-ABC-CZ	Record (e) 4,397	.06	Flat (I-R) (AP) (J) (5¢ 25¢w, $1mo) (West-Holliday Co., Inc.)	The Record Press Inc. J. Clifford Kaynor, Pres. & Pub.	J. Clifford Kaynor (eep) Virgil Cunningham (me-ce)	Wayne Scott (sp) Pearl Howard (we)	Howard H. Kaynor (gm-bm) Helen Storms (cm) Lois Taylor (com)	Frank Taylor (ad) George Gross (ram) E. Baker (cam)	George Gross (pm) Nelson Hall (ms)
EVERETT 33,849	Herald (e) 25,416	.11	Flat (I) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Daily Herald Co. Robert D. Best, Pres.-Pub.	A. M. Glassberg (eep-me) Robert D. Best (e) Lloyd Spence (ce)	Brian Corcoran (sp)	Robert D. Best (gm) Ray C. Scheldt (bm) Fred B. Baker (cm)	L. L. Austin (ram) Mrs. Danielle Wyman (cam)	Robert D. Best (pm) L. L. Austin (apm)
LONGVIEW-KELSO 20,339 Longview 7,345 Kelso 34,357-ABC-CZ	News (e) 17,062	.10	Flat (I-R) (AP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Longview Pub. Co. J. M. McClelland, Pres.-Pub.	J. M. McClelland, Jr. (eep-e) J. Carlton Moore (ce)	Dan McDonough (ne) Hugh Davies (sp) Ruth Sweeney (we)	R. M. Anderson (bm) Dale Drake (cm)	R. M. Anderson (ad) Stan White (ram) Stanley Fagerstrom (cam)	L. W. Walstead (ms)
MOUNT VERNON 5,230	Herald (e) 5,218*	.07	Flat (UP) (5¢, $1.25mo) (West-Holliday, Co., Inc.)	Mount Vernon Herald Pub. Co., Inc. M. D. Glover, Pub.	M. D. Glover (eep-e)	Chal Green (ne) Marilyn Chicoratich (we)	M. D. Glover (gm) Robert Tarry (cm)	William W. Holder (ad-mga-ram)	Wm. W. Holder (apm) Paul Wessley (ms)
	*Sworn March 31, 1954.								
OLYMPIA 15,819	Olympian (e ex Sat.) 10,652 Sunday edition (S) 10,652	.085 .085	Flat (I-R) (AP, UP) (J) (5¢, 10¢S, $1.25mo-d&S) Flat (West-Holliday Co., Inc.)	Daily Olympian Inc. Div., Perkins Press S. A. Perkins, Pub. E. S. Planta, Asst. Pub.	Marshall Hunt (eep-e-me)	Richard Lawrence (ne) Michael Contris (sp) Barbara Harmon (we)	J. M. Britten (bm) John Dysart (cm)	Floyd Townsend (mga-ram) Jacob Emry (cam)	Jeff Collins (ms)
PASCO-KENNEWICK-RICHLAND 10,228—Pasco 10,106—Kennewick 21,809—Richland 44,415-ABC-CZ	Columbia Basin News (m) 12,420	.10	Flat (I) (UP) (J) (5¢, $1.25 mo) (Gilman, Nicoll & Ruthman)	Columbia Basin Pub., Inc. Howard W. Parish, Pres. Eagle Freshwater, Pub.	Eagle Freshwater (e) Richard Praul (me)	Phil Freshwater (ne) Gil Lyons (sp) Geneva Newell (we)	Paul E. Lee (cm)	Alex G. Adams (mga) J. O. Osburn (ad) Bruce MacGaffey (cam)	Lloyd Mylerberg (ms)
	Tri-City Herald (e ex Sat.) 13,858 Sunday edition (S) 14,197	.10 .10	Flat (I) (AP) (J) (5¢, 10¢S, $1.50mo-d&S) (none) Flat	Scott Pub. Co., Inc. R. F. Philip, Pres. Glenn C. Lee, Pub.	Donald A. Pugnetti (e)	Bill Bequette (ne) Erwin (Gil) Gilmore (sp) Ursula Williams (we)	R. C. Galbraith (bm) Eldon Smith (cir. dir.)	Jack W. Gillis (ad-mga-ram) John Eckert (cam)	R. C. Galbraith (rd-pm) Larry Benjamin (ms)
PORT ANGELES 11,233 11,233-ABC-CZ	News (e) 6,200	.07	Flat (I) (AP) (J) (5¢, $1.25 mo) (F. A. Bartlett)	Port Angeles Evening News (Inc.) C. N. Webster, Pres.-Pub.	C. N. Webster (e)	Joseph Lowe (ne)	C. N. Webster (gm) George Buck (bm) Allan Matthews (cm)	John Schweitzer (ad)	J. Lawrence Steven (ms)
SEATTLE 467,591 675,699-ABC-CZ	Journal of Commerce and Construction Record (m) 5,089*	.12	Flat (I) (UP) (J) (10¢, $2.87 mo) (none)	Daily Journal of Commerce, Inc. L. J. Brown, Pres.-Pub M. E. Brown, Co-Pub.	M. W. Bean (eep-me) Leslie J. Brown (e) Boyd Burehard (ce	John Impola (ne)	M. E. Brown (gm-bm) Grace McBride (cm)	N. J. Curran (ad-mga-ram)	Leslie J. Brown (ms) Clyde Gatchell (ms)
	*Sworn March 31, 1954.								
	Post-Intelligencer (m) 188,602 Sunday edition (S) 263,831	.53 .59	Flat (I) (INS, AP) (5¢, 15¢S, $1.85mo d&S) Flat (Hearst Advertising Service)	Hearst Pub. Co. C. B. Lindeman, Pub. W. R. Hearst, Jr., Pres	N. Jones (eep) Ed. Stone (me) B. Jacobsen (ce)	H. H. Page (ne) Ray Colvin (Su) Royal Brougham (sp) Marion Stixrood (we)	O. W. Merritt (bm) H. W. Hailey (cm)	A. L. Brock (ad) Lang Goodwin (mga) Dan Starr (ram) J. Thomas (cam)	N. T. MacNeil (pm) Geo. Heister (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
Seattle —Continued	Times (11) (e ex Sat.) ABC 204,260	.55	Flat	(I) (AP, CDN, NANA, UP, CT-NYN, NYT, RN) (*S) (5¢, 15¢S, $1.25mo-d, $1.75 mo-d&S) (O'Mara & Ormsbee, Inc.)	Seattle Times Co. Elmer E. Todd, Chairman of Board F. A. Blethen, Pres. W. K. Blethen, Pub.	Carl Brazier (eep) R. L. McGrath (me) Henry MacLeod (ce)	Leo Sullivan (ne) Chester Gibbon (Su) Eugene Russell (sp) Dorothy Brazier (we)	H. H. Cahill (gm) J. A. Grant (cm) W. J. Pennington (com)	R. W. Young (ad. mgr) W. B. Stuht (asst. ad. mgr) A. O. Windell (mga) Tom L. Williams (ram) L. P. Jenkins (cam)	John W. Sciarrino (r mgr)
	Saturday edition (Sat.) ABC 192,936	.55	Flat							
	Sunday edition (S) ABC 237,502	.66	Flat							
SPOKANE 161,721 185,165-ABC-CZ	Chronicle (8) (e) ABC 75,684	.....	.....	(I) (AP, UP, NANA) (7¢, 35¢w)	Spokane Chronicle Co. W. H. Cowles, Pres.	H. C. Cleavinger (me) Gordon H. Coe (ce)	H. I. Ashlock (sp)	Harold E. Cassill (gm) E. E. Clark (circ. dir.)	G. P. Swanson (ad) L. A. Batchelor (asst. ad) N. P. Scott (mga) W. A. Jaehn (cam) R. E. West (ram)	V. H. Davey (pm-apm) W. D. Edmunds (prod. mgr.)
	Spokesman-Review (8) (m) ABC 87,799	.....	.....							
	Chronicle and Spokesman-Review (me) ABC 163,483	.54	Flat	(I-R) (AP, CT-NYN, NANA) (7¢, 15¢S, 35¢w, 45¢w-m&S) (Paul Noble (Seattle), David M. Russell (Portland) and Cresmer & Woodward, Inc.)	Cowles Pub. Co. W. H. Cowles, Pres.-Pub.	James L. Bracken (me) Seabury M. Blair (ce)	Bill Boni (sp)			
	Spokesman-Review (S) ABC 141,548	.50	Flat							
	Evening and Sunday (eS) ABC 217,232	.59	Flat							
TACOMA 143,673 188,737-ABC-CZ	News-Tribune (1) (e) ABC 79,453	.28	Flat	(I) (AP, NANA, ONA) (5¢, 15¢S, $1.75mo) (Sawyer-Ferguson-Walker Co.)	Tribune Pub. Co. Frank S. Baker, Pres.-Pub.	Charles B. Welch (eep-e-me) Frank Lockerby (ce)	J. Ernest Knight (ne-Su) Dan Walton (sp) Marcia Shannon (we)	Geo. F. Russell (bm) Elbert H. Baker, II (cm)	Harry J. Lynch (ad) Norris E. Inveen (mga) Virgil Langdon (ram) Ralph M. Rosenberg (cam)	Robert Lyte (pm) Chas. E. Purdy (ms)
	Ledger (S) ABC 70,626	.28	Flat							
	Evening and Sunday (eS) ABC 150,079	.46	Flat							
VANCOUVER 41,664 41,664-ABC-CZ	Columbian and Sun (e ex Sat.) ABC 17,397	.10	Flat	(I) (AP, UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Vancouver Evening Columbian, Inc. Ann Boyd Campbell, Pres. R. L. Bachman, Pub.	R. L. Bachman (eep-e) E. O. Rieger (me)	Ralph Fisher (sp) Jessie Rody (we)	Don Campbell (bm) George Coover (cm)	H. A. Kirby (mga) Delbert Jackson (ram) Elizabeth Purviance (cam)	.....
WALLA WALLA 24,102 34,274-ABC-CZ	Union-Bulletin (m) ABC 5,788	.....	.....	(I) (AP) (J) (5¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Walla Walla Union-Bulletin, Inc. John G. Kelly, Pres.-Pub. Roland Miller, Asst. Pub.	Roland E. Miller (eep-e) H. Sherman Mitchell (me) Claude Gray (ce)	H. Sherman Mitchell (ne-Su) Iris Myers (we) Sherman R. Mitchell (sp)	F. G. Mitchell (gm-bm) Harold Flaherty (cm)	F. G. Mitchell (mga) C. Richard Baxter (ad-ram) Frank Newell (cam)	F. G. Mitchell (pm) Dale Dixon (apm) Clinton Jobe (ms)
	Union-Bulletin (e) ABC 11,064	.....	.....							
	Combined daily (me) ABC 16,064	.11	Flat							
	Sunday edition (S) ABC 16,852	.11	Flat							
WENATCHEE 13,072 17,630-ABC-CZ	World (e ex Sat.) ABC 16,929	.10	Flat	(I-R) (AP, UP) (J) (5¢, $1.50mo) (West-Holliday Co., Inc.)	World Pub. Co. Wilfred Woods, Pres.-Pub.	Wilfred Woods (e) Hy Blonk (me) Robert Woods (exec. ed.)	Dick Pieper (sp) Lona Miller (we)	Wilfred Woods (bm) Ralph Kelso (cm)	R. E. Bell (ad-mga-ram-cam)	Harlan Honeysett (ms)
	Sunday edition (S) ABC 16,698	.10	Flat							
YAKIMA 38,486 58,788-ABC-CZ	Herald (m ex Mon.) ABC 15,935	.....	.....	(R) (AP, UP) (5¢, 10¢ S, $1.25mo) (West-Holliday Co., Inc.)	Republic Pub. Co. Helen R. Crum, Pres. (Inactive) W. H. (Ted) Robertson, Pub.	Tom Potwin, Jr. (e) Bob H. Hansen (exec. e- H&R) Justus Thomas (me-R) Maurice Helland (me-H) Click Relander (ce-R)	Hal Millen (Su) George Redmond (we-R) Dennis D. Shattuck (we)	W. H. (Ted) Robertson (gm) James M. Fox (bm) Murray Clark (cm)	Edward S. Marshall (mga) Amos Hofferber (cam)	Don A. Goodall (pm) Harold Roberts (ms)
	Republic (e) ABC 18,614	.....	.....							
	Combined daily (me) ABC 34,549	.19	Flat							
	Herald (S) ABC 31,405	.18	Flat							

2 Important and Prosperous Washington State Markets



PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WEST VIRGINIA										
BECKLEY 19,397 30,822-ABC-CZ	Post-Herald (m) ABC 20,080	.....	.....	(R)						
	Raleigh Register (e ex Sat.) ABC 11,553	.....	.....	(D) (AP) (J) (5¢, 15¢S, $35¢w-e&S, 40¢w-m&S) (Story, Brooks & Finley, Inc.)	Beckley Newspapers Corp. Charles Hodel, Pres.-Pub.	Eugene L. Scott (eep-e-me-PH) C. J. McQuade (e-R) Chas. L. Hurst (ce-R) Joseph Aaron (ce-PH)	James L. Wood (ne-PH) Thos. F. Stafford (Su) Geo Springer (sp-PH) Wm. R. Wills (sp-R) Dorothy Amick (we)	Geo. Warren Hodel (gm-bm) Jas. H. Cline (cm) Fred W. Roschi (com)	Patrick J. Jackson (ad-mga-ram) Thelma Joseph (cam)	D. W. Coutlee (apm)
	Combined daily (me) ABC 31,633	.16	Flat							
	Register (S) ABC 30,828	.16	Flat							
BLUEFIELD 21,506 In W. Va. 4,212 In Va. 28,662-ABC-CZ	Telegraph (m) ABC 27,220	.....	.....	(R)						
	Sunset News (e) ABC 8,493	.....	.....	(D) (AP, NANA) (5¢, 15¢S, 40¢w, $1.75 mo) (The Katz Agency, Inc.)	Daily Telegraph Ptg. Co.	A. S. Barksdale, Jr. (e-SN) H. I. Shott, Jr. (me)	L. Babbitt (ne-T) Wesley Scott (ne-SN) Dewey Helmick (sp-T) O. E. Elliott, Jr. (sp-SN) V. L. Currence (Su-T)	H. I. Shott, Jr. (gm) Ned Shott (bm) L. M. Kerley (cm)	Ned Shott (mga) C. A. Henderson (ram) Jim Strupp (cam)	J. R. Tilson (ms)
	Combined daily (me) ABC 35,713	.20								
	Telegraph (S) ABC 35,759	.....	.....							
	Evening and Sunday (eS) ABC 44,252	.20	Flat							
CHARLESTON 73,501 126,634-ABC-CZ	Gazette (30) (m) ABC 85,372	.26	Flat	(I-D) (AP, INS) (5¢, 15¢S, 40¢w, $1.75 mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Daily Gazette Co. Robert L. Smith, Pres.	Harry Flournoy (eep) Frank A. Knight (e-me) Harry G. Hoffmann (Asst. me) L. T. Anderson, (ce)	Dallas Higbee (ne) Harold Gadd (Su) A. L. Hardman (sp) Lois Amick (we)	Robert L. Smith (gm-bm) A. H. Pruett, Jr. (cm)	H. E. Grace (ad) Wm. E. Grose (mga) John L. Hunt (ram) W. W. Shank (cam)	W. E. Chilton, III (pm) Wm. E. Grose (apm) G. S. Cochrane (ms)
	Sunday edition (S) ABC 88,642	.26	Flat							
	Mail (30) (e) ABC 61,236	.22	Flat	(I-R) (AP, UP) (5¢, 15¢S, 40¢w) (Ward-Griffith Co., Inc.)	Charleston Mail Ass'n F. M. Staunton, Pres.-Pub.	J. D. Maurice (eep-e) Vint Jennings (me) J. Rex Woodford (ce)	E. C. Cornwell (ne) Vint Jennings (Su) Dick Hudson (sp) Mrs. Wilma Higginbotham (we)	F. M. Staunton (gm-bm) K. W. Carrithers (cm) C. H. Jenkins (com)	J. B. Martin (ad) Robert Sayre (mga) H. D. Thurman (ram)	Frank E. Shaffer (pm) L. H. Hickman (ms) L. H. Hickman (ms)
	Sunday edition (S) ABC 65,854	.22	Flat							
CLARKSBURG 32,014 48,668-ABC-CZ	Exponent (m ex Mon.) ABC 13,910	.....	.....	(D)						
	Telegram (e) ABC 23,194	.....	.....	(R) (AP) (J) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (Story, Brooks & Finley, Inc.)	Clarksburg Pub. Co. Cecil B. Highland, Pres.	Randal L. Strother (e-E) Frank E. Carpenter (e-T) John H. Martin (ce-T) Robert H. Woodford (ce-E)	Randal Strother and F. E. Carpenter (Su)	Cecil B. Highland (gm) W. W. Powell (bm) William F. King (cm)	William D. Emery (ad) Margaret A. Wilson (mga) John C. Fitch (cam)	.....
	Combined daily (me) ABC 37,104	.19	Flat							
	Exponent-Telegram (S) ABC 39,355	.19	Flat	(I)						
	NOTE: The Exponent and the Telegram, published and operated in one building by the Clarksburg Publishing Company, maintains separate editorial and news staffs with all other departments under the single management and control of the Clarksburg Publishing Company.									
ELKINS 9,121 9,121-ABC-CZ	Inter-Mountain (e) ABC 4,598	.05	Flat	(R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Inter-Mountain Co., Inc.	R. G. Bush (eep-e-me) Hallie Martin (ce)	R. G. Bush (ne) Mike Wilverding (sp) Miss Hallie Martin (we)	Jas. A. Wilverding (gm-bm) Voyle M. Kendall (cm)	Jas. A. Wilverding (ad-mga-ram) Catherine Heckel (cm)	Paul A. Kittle (ms)
FAIRMONT 29,346 32,046-ABC-CZ	Times (m) ABC 12,533	.....	.....	(D)						
	West Virginian (e ex Sat.) ABC 7,374	.....	.....	(R) (UP) (5¢, 10¢S, 35¢w-e&S, 40¢w-m&S) (Geo. A. McDevitt Co.)	Fairmont Newspaper Pub. Co. Mrs. F. O. Stubblefield, Pres.	C. E. Smith (eep-e-T) Richard Parrish (eep-e-me-ce-WV) Wm. D. Evans, Jr. (me-T) Charles Duncil (ce-T)	C. E. Smith and Richard Parrish (Su) Wm. D. Evans (sp-T) Emlyn Thomas (sp-WV) Anna R. Murphy (we-T) Kate Kness Bloom (we-WV)	Walter J. Mason (gm) Wm. A. Owen (cm)	Robert J. Hickman (ad)	S. S. Howes (ms)
	Combined daily (me) ABC 19,907	.11	Flat							
	Times-West Virginian (S) ABC 17,773	.10	Flat	(I)						
GRAFTON 7,365	Sentinel (e) 4,921	.06	Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	Sentinel Publications M. F. Bourjaily, Pub.	M. F. Bourjaily (e) Lee Roberts (me) Russell Butcher (ce)	Patty Thorne (we)	M. F. Bourjaily (gm) E. W. Hayhurst (bm) H. L. Jarrett (cm)	William Cockrell, Jr. (ram)	Richard Robinson (ms)
HINTON 5,780	News (e) 4,153	.045	Flat	(I-D) (UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Hinton Daily News, Inc. J. E. Faulconer, Pres.-Pub.	J. E. Faulconer (eep)	Miss Elizabeth Morriss (we)	Thelda Weeks (cm)	T. C. Faulconer (mga)	C. E. Henne (ms)
HUNTINGTON 86,353 115,692-ABC-CZ	Herald Dispatch (1) (m) ABC 40,149	.....	.....	(R)	Huntington Pub. Co. J. H. Long, Pres.-Pub., Advertiser W. D. Birke, Pub. Herald-Dispatch Walker Long, Pub. Herald-Adv.	Raymond Brewster (eep-e-HD) Clyde A. Wellman (eep-e-A) H. R. Pinckard (eep-e-HA) W. S. Reynolds (me-A) Wm. Gibson (me-HD) Estelle Belanger (me-ce-HA) E. R. Oliver (ce-HD) John Brown (ce-A)	Fred Burns (sp-HD & HA) Catherine Enslow (we-A) Ruth Napier (we-HD) Margaret Neff (we-HA) Ernie Salvatore (sp-A) George H. Clark (ne-A) Edward Sharpe (ne-HD)	Walker Long (gm-bm) William T. Bess (cm)	C. P. Wilson (ad-ram) Harold W. Parsons (mga) R. E. Scott (cam)	Norman T. Rogers, Jr. (pm) Craven Baumgardner (ms)
	Advertiser (e) ABC 20,212	.....	.....	(D) (AP, INS) (5¢, 15¢S, 25¢w-d, 40¢w-m&S or e&S, 65¢m,e&S) (The Katz Agency, Inc.)						
	Combined daily (me) ABC 60,361	24	Flat							
	Herald-Advertiser (S) ABC 50,358	.22	Flat	(I)						
	NOTE: The Herald Dispatch, The Advertiser and the Herald-Advertiser are editorially separate; business, circulation advertising and mechanical operation are under the single ownership and direction of the Huntington Publishing Company.									
KEYSER 6,347	News-Tribune (e ex Sat.) 3,899	.04	Flat	(D) (UP) (J) (4¢, 20¢w, 80¢mo) (Inland Newspaper Representatives, Inc.)	News Tribune John W. Barger, Pub.	John W. Barger (eep-e)	John W. Barger (ne) Thomas Conlon (sp) Wilma M. Robson (we)	Wilma M. Robson (bm-cm)	Wilma M. Robson (ad-mga-ram-cam)	Howard Barrick (ms)
LOGAN 5,079 5,079-ABC-CZ	Banner (e) ABC 7,623	.06	Flat	(R) (AP) (J) (5¢, 30¢w) (none)	Logan Banner Clarence H. Frey Pub.	Charles D. Hylton, Jr. (me)	Don Pritchard (sp) Earl Kirker (ce)	James Thomas (cm)	.....	.....
MARTINSBURG 15,621 15,621-ABC-CZ	Journal (e) ABC 10,033		Flat	(I-R) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Evening Journal Pub. Co. Mrs. M. O. Nutting, Pres.	G. C. McKown (eep-e-me) Wm. E. Thompson (ce)	Wm. E. Thompson (ne) Miss Ruth Willey (we) Robert Scrivener (sp)	Otto K. Reuter (gm) W. D. Wilson (bm-cm)	Otto K. Reuter (mga) Thurman Butler (ram)	E. S. Arnott (comp. room Supt.) G. D. Walker (Press room Supt.)
MORGANTOWN 25,525 32,052-ABC-CZ	Dominion News (m) ABC 9,058	.....	.....	(D)	W. Va. Newspaper Pub. Co. Mrs. H. C. Greer, Pres.-Pub.	Walter L. Hart (eep & e-DN) Brooks Cottle (eep & e-P) Alvin S. Volker (ce-P) Con Hardman (me-DN)	M. Furfari (sp-DN) Tony Constantine (sp-P) Maude Patterson (we-P) Mildred Atkins (we-DN)	C. A. Veasey (gm-bm) T. J. Imbach (cm)	R. F. Sowers (ad-mga-ram-cam)	R. F. Sowers (pm-apm)
	Post (e) ABC 8,891	.....	.....	(R) (AP) (5¢, 30¢w, m-or-e, $1.30mo) (Story, Brooks & Finley)						
	Combined daily (me) ABC 17,949	.14	Flat							
MOUNDSVILLE 14,772	Echo (e) 2,822	.04	Flat	(I-D) (AP) (J) (4¢, 20¢w) (De Lisser, Inc.)	Craig Shaw, Pub.	Craig Shaw (e) Howard F. Voitle (ce)	Howard F. Voitle (ne-sp) Gertrude Shaw (we)	Samuel C. Shaw (gm)	Gertrude Shaw (mga)	Samuel Shaw (ms)
PARKERSBURG 29,684 51,445-ABC-CZ	News (m) ABC 12,886	.....	.....	(R)						
	Sentinel (e) ABC 18,854	.....	.....	(D) (UP) (5¢, 12¢S, 30¢w-e, 40¢w-m&S) (Geo. A. McDevitt Co.)	Parkersburg Sentinel Co.	James H. Young (e-N) H. Sutton Sharp (e-S) Francis Hile (me-N) Richard Suter (ce-N)	.....	W. E. Ingersoll (gm-bm) Wade W. Trout (cm)	G. H. Keenan (ad-mga)	.....
	Combined daily (me) ABC 31,740	.16	Flat							
	News (S) ABC 22,653	.12	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General-Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Mon. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
POINT PLEASANT 4,596 5,615-ABC-CZ	Register (e) 2,827	.04		Flat (R) (UP) (5¢, 25¢w, $1.10mo) (Geo. A. McDevitt Co.)	Point Pleasant Register Co. Mrs. D. W. Stubblefield, Pres.	A. V. Wood (eep) J. Knox Dye (e) V. Lockhart (ce)	Jack Rogers (sp) M. Gibson (we)	J. Knox Dye (gm-bm) Lowell Jewell (cm)	J. Knox Dye (ad) A. G. Middleton (cam)	E. Wilson (ms)
WEIRTON 24,005 25,191-ABC-CZ	Times (e) 5,797	.05		Flat (I-R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Weirton Ptg. &Pub. Co. Mrs. Frances O. Nutting, Pres.	Earle V. Wittpenn (e-ce)	Earle V. Wittpenn (sp) Anna Curry (we)	C. J. Denne (gm)	C. J. Denne (ad-mga) Edw. Zierold (ram)	Wm. Zierold (ms)
WELCH 6,603 7,103-ABC-CZ	News (e) 12,351	.08		Flat (I-R) (AP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Welch Pub. Co. Mrs. Margaret Ogden Nutting, Pres	W. R. Keyser (eep) C. H. Hardison (me-ce)	Tony Casali (sp) Mrs. R. C. Farris (we)	W. R. Keyser (gm) A. E. Keyser (cm)	R. C. Farris (ad-mga) Mrs. Louisa Lucas (cam)	E. W. Lucas (ms)
WELLSBURG 5,787	Herald (e) 2,897	.04		Flat (I-R) (UP) (4¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Daily Herald Co., Inc. L. H. McCamic, Pres.	F. N. McCamic (me)		L. H. McCamic (gm)	L. H. McCamic (ad)	
WHEELING 58,891 122,889-ABC-CZ	Intelligencer (m ex Sat.) 22,724			(R)						
	Saturday Morning 44,758	.24								
	News-Register (e ex Sat.) 30,568			(I-D) (INS, UP, AP) (5¢, 15¢S, 45¢w-m or e&S) (Geo. A. Mc McDevitt Co.)	News Pub. Co. Frances Ogden Stubblefield, Pres.	Malcom T. Brice (e-NR) Austin V. Wood (e-I) Harry Hamm (me & ce-NR) Norman L. Yost (me-I) Henry Reuther (ce-I)	Frank L. Stultz (ne-NR) Norman L. Yost (ne-I) James C. Stewart (sp-NR) Tony Maestle (sp-I) Alma Mayer (we-NR) Gene Ephlin (we-I)	Austin V. Wood (gm) L. F. Committe (bm) V. B. Kendall (cm)	C. E. Dronsfield (mga) A. E. Hennen, Jr. (ram) William A. Bell (cam)	F. L. Arnold (ms)
	Combined daily (me) 53,292	.24	Flat							
	News-Register (S) 49,319	.24	Flat							
WILLIAMSON 8,624 9,768-ABC-CZ	News (e) 10 351	.08		Flat (D) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Williamson Daily News Co. Mrs. Francis Stubblefield, Pres.	Wm. Tolbert (e)	John O. Olesky (sp) Isabel Easley (we)	Louis P. Harvath (gm) John Burris (cm)	James Sanders (ram)	Walter Sparks (ms)

WISCONSIN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General-Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Mon. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ANTIGO 9,902	Journal (e) 5,388*	.065		Flat (I) (AP) (5¢, 30¢w) (none)	Berner Bros. Pub. Co. Artemas & Henry Berner, Pubs.	Artemas F. Berner (e) Earle S. Holman (me)	G. Legro (sp)	Artemas F. Berner (gm)	Ray Dobrinska (ad)	
	*Sworn March 31, 1954									
APPLETON 34,010 64,674-ABC-CZ	Post-Crescent (e) 32,179	.15		Flat (I) (AP) (6¢, 35¢w, $1.25mo) (none)	Post Pub. Co. A. B. Turnbull, Pres.	V. I. Minahan, Jr. (e) Gordon McIntyre (me) E. Les. Biselx (ce)	Evans Kirby (sp) Donna Callahan (we)	John R. Riedel (gm) Royall La Rose (bm) Erben Krueger (cm)	Royall La Rose (ad) Wilmer A. Krueger (ram) Glenn H. Arthur (cam) K. E. Davis (mga)	Henry Starck (apm) Edw. Sternard (ms) M. E. Cartier (prod. mgr.)
ASHLAND 10,640	Press (e) 3,383	.06		Flat (I) (UP) (.07, 35¢w) (Northwest Daily Press Association)	Ashland Daily Press	John B. Chapple (me)				
BARABOO 7,284	News-Republic (e) 5,555	.05		Flat (UP) (5¢, 25¢w) (none)	Baraboo News Pub. Co. H. K. Page & Sons, Pubs.	M. C. Page (e) Irene Underkofler (ce)		H. K. Page (gm)	Harlan Page (ad) Pearl Kilmer (cam)	Clifford Steinbrinck (ms)
BEAVER DAM 11,867	Citizen (e) 5,676	.06		Flat (I) (UP) (5¢, 25¢w, $1mo) (Dougan & Bolle)	Citizen Pub. Co. H. H. Parker, Pres.	J. E. Heffert (eep-e) T. J. Parker (ce)	J. Kornkvew (sp) D. Parker (we)	K. J. Parker (bm)	A. J. Gocker (mga-ram)	
BELOIT 29,590 37,706-ABC-CZ	News (e) 19,283	.12		Flat (I-R) (AP, ONA) (J) (5¢, 30¢w, $1.20mo) (De Lisser, Inc.)	Daily News Pub. Co. P. J. E. Wood, Pres. W. A. Strong, Pub.	R. T. Edwards (e-me) W. A. Strong (e) George Clark (ce)	Frank Reichstein (sp) Harriet C. Dawson (we)	W. A. Strong (gm) W. G. Scott (cm)	A. C. Nequette (mga-ram) L. A. Pierson (cam)	C. E. Johnston (ms)
CHIPPEWA FALLS 11,088 11,088-ABC-CZ	Herald Telegram (e) 8,210	.08		Flat (I) (AP) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Herald Telegram Pub. Co. Morgan Murphy, Pres. Milo Nickel, Pub.	Milo Nickel (eep-e) Henry J. Connor (me) Howard Meier (ce)	Howard Meier (ne) Henry Connor (sp) Elizabeth Rasmus (we)	Milo Nickel (gm) Charles Bennett (bm) Richard Friedman (cm)	J. W. Gunderson (mga-ram) Josephine Grant (cam)	
EAU CLAIRE 36,058 41,873-ABC-CZ	Leader (m ex Mon.) 12,958			(I) (AP, UP) (6¢, 35¢w-d&S) $1.50mo) (Shannon & Associates, Inc. and Northwest Daily Press Association)	Eau Claire Press Co. M. B. Atkinson, Pres.	M. B. Atkinson (eep-e) D. E. Whelan (eep-me) R. W. Anderson (ce)	Clell Buzzell (sp) Dorothy Betz (we)	Bruce J. Nelson (bm) Willard Tomashek (cm)	Freeman von Schrader (ad-mga-ram) Lorraine Sleeter (cam)	Freeman Von Schrader (pm) M. F. Riblett (ms)
	Telegram (e) 10,493									
	Combined daily (me) 23,451	.14	Flat							
	Leader (S) 13,047	.14*	Flat							
	Evening and Sunday (eS) 23,540	.14*	Flat							
	*Sunday rate includes Saturday or Monday evening.									
FOND DU LAC 29,936 32,227-ABC-CZ	Commonwealth Reporter (e) 16,953	.11*		Flat (I) (AP, INS) (6¢, 35¢w) (E. A. Faulkner & Assoc.)	Reporter Ptg. Co. A. H. Lange, Pres.	C. F. Coffman (eep-e-me) William Draves (ce)	John Studley (tel.ed) Carl H. Keyser (ne) Stanley Gores (sp) Mrs. T. E. Sullivan (we)	A. H. Lange (gm) Emery Martin (cm)	A. H. Schroeder (ad-ram-cam) R. A. Martin (mga)	A. H. Schroeder (pm-apm) Arthur Martin (ms)
	*.14 in combination with monthly Shopper Section, circulation 11 419									
FT. ATKINSON 6,280	Jefferson County Union (e ex Sat.) 3 855	.06		Flat (UP) (5¢, 20¢w) (none)	W. D. Hoard & Sons W. D. Hoard, Jr., Pub.	Robert Angus (e)			Don L. Stanfield (ad)	
GREEN BAY 73,525 76,907-ABC-CZ	Press-Gazette (e) 36,375	.16		Flat (I) (AP, UP) (6¢, 35¢w) (none)	Green Bay Newspaper Co. A. B. Turnbull, Pres.-Pub. Joseph Horner, Jr., Vice Pres.	Leo V. Gannon (eep-e) John B. Torinus (me) Dave Yuenger (ce)	Glenn J. Toule (ne) Art Daley (sp) Nancy DuChateau (we)	Joseph Horner, Jr. (gm) Theo. R. Dost (cm)	E. J. Robinson (ad) Philip McCloskey (mga) H. O. Goodchild (cam)	E. C. Putney (ms)
JANESVILLE 24,899 25,865-ABC-CZ	Gazette (e) 21,581	.12		Flat (I-R) (AP) (6¢, 35¢w) (Wisconsin Newspaper Markets and Northwest Daily Press Association)	Gazette Ptg. Co. Sidney H. Bliss, Pres. Sidney H. & Robert W. Bliss, Co.-Pubs.	Robert W. Bliss (eep-e) George Kalvelage (me)	George Raubacher (sp) Peg O'Brien (we-Su)	Sidney H. Bliss (gm) George W. Gressman (bm) Carl H. Hoffman (cm) Ralph O. Hausner (com)	Geo. W. Gressman (ad-mga) James B. Warner (ram-cam)	George W. Gressman (pm) Frank Heise (Comp. Fore) Andrew Hartley (Press Fore)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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KENOSHA 54,368 54,368-ABC-CZ	News (e) ⓦ 20,985	.13	.12	(I-R) (AP, UP) (5¢, 30¢ w) (Jann & Kelley, Inc.)	Kenosha News Pub. Co. R. S. Kingsley, Pres.-Pub.	Lee Hancock (eep-me) R. S. Kinglsey (e)	Lee Hancock (ne) Jerry Pfarr (sp) Elaine Edwards (we)	R. S. Kingsley (gm-bm) W. H. Schulte (cam) A. J. Peters (com)	C. E. Head (mga) Charles Dilday (ram) W. R. Cropley (cam)	Charles Dilday (pm) C. E. Head (ms)
LA CROSSE 47,535 53,861-ABC-CZ	Tribune (e) ⓦ 32,760 Sunday edition (S) ⓦ 32,546	.15 .15	Flat Flat	(I-R) (AP) (5¢, 10¢S, 40¢w) (Jann & Kelley Inc. and Northwest Daily Press Association)	La Crosse Tribune Co. L. P. Loomis, Pres. W. T. Burgess, Pub.	R. L. Bangsberg (me) Al Rice (ce)	J. E. Lienlokken (ne) Ken Blanchard (sp) Susan McCabe (we)	W. T. Burgess (bm) Ed Keefe (cm) Fred Ristow (com)	A. E. Teachout (mga) H. Colvin (ram) L.R. Wilkins (cam)	E. L. Burgess (ms)
MADISON 96,056 110,111-ABC-CZ	Capital Times (1) (e) ⓦ 41,961	.....	.....	(I) (AP, UP) (5¢, 35¢ w, $1.55mo) (Jann & Kelley, Inc.)	Madison Nsprs., Inc. William T. Evjue, Pres. Pub.	Geo. R. Stephenson (exec. ed.) William T. Evjue (e) Dewey D. Dunn (me) Cedric Parker (ce)	Herb Jacobs (ne) Harry Golden (sp) Mary Branded Hopkins (we)	E. G. Lockwood (gm) Harry L. Cowgill (cm)	L. E. Heindel (ad) Karl Eisele, Jr. (mga) John Holm (ram) E. R. Garter (cam)	W. H. Scrivner (apm) H. L. Luloff (ms)
	Wisconsin State Journal (1) (m) ⓦ 42,704 Combined edition (me) ⓦ 84,665 Wisconsin State Journal (S) ⓦ 75,350	....	.... Flat Flat	(I) (I) (AP, UP, ONA) (5¢, 10¢S, 40¢w, $ 1.75 mo) (Jann & Kelley, Inc.)	Madison Nsprs., Inc. Lee Loomis, Pres. Don Anderson, Pub.	Rex Karney (eep) Roy L. Matson (e) Lawrence Fitzpatrick (me)	Helen Matheson (Su) Henry J. McCormick (sp) Louis Marston (we)	E. G. Lockwood (gm) Martin Wolman (bm) Harry Cowgil (cm)		

NOTE. Madison Newspapers, Inc., is publisher and owner of the Capital Times and Wisconsin State Journal. The editorial and news contents of the respective newspapers are provided under contract by the Capital Times Co., and Wisconsin State Journal Co., and are editorially independent and competitive. Madison Newspapers, Inc., operates the business, circulation, mechanical, distribution, and all other department Officers and personnel of Madision Newspapers, Inc., are Don Anderson, chairman of the board; William T. Evjue, president; E. G. Lockwood, treasurer and general manager; Martin Wolman, business manager and secretary; L. E. Heindel, advertising director; Harry Cowgill, circulation manager, and John Canny, assistant circulation manager.

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MANITOWOC-TWO RIVERS 27,598 Manitowoc 10,243 Two Rivers 38,292-ABC-CZ	(Manitowoc) Herald-Times (e) ⓦ 14,138 (Two Rivers) Reporter (e) ⓦ 3,416 Combined (e) ⓦ 17,554	.... .12	.... Flat	(I) (AP) (7¢, 35¢w) (I) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres. Two Rivers Reporter, Inc. Morgan Murphy, Pres.	Roy Valitchka (eep-me) Geo. MacFarlane (e) Frederick Page (ce) Seymour Althen (e)	Roy Valitchka (ne) Syd Harman (sp) Clarence Bridges (sp) Carol Korinek (we)	J. M. Barenbaum (gm) A. Duveneck (cm) Smiley S. Boyd (bm)	Joseph C. Logan (ram) Wm. F. Ohde, Jr. (mga) Ray Kruck (cam) Smiley S. Boyd (ad)	J. M. Barenbaum (pm) Ernest Kruck (ms)
MARINETTE 14,178 14,178-ABC-CZ	Eagle-Star (e) ⓦ 8,298	.08	Flat	(I) (AP) (6¢, 35¢w) (none)	Eagle Ptg. Co. L. I. Noyes, Pres. F. G. Sappington, Pub.	Fred G. Sappington (eep-e) Walter C. Janson (me)	James H. Gleason (sp)	Fred G. Sappington (gm bm) Walter R. Schaefer (cm)	Elmer C. Tryon (ad-mga) Richard E. Day (ram)	Elmer C. Tryon (pm) C. E. Enstrom (ms)
MARSHFIELD 12,394 12,394-ABC-CZ	News-Herald (e) ⓦ 9,847	.075	Flat	(I-R) (AP) (7¢, 35¢w) (none)	News Pub. Co. Howard A. Quirt, Pres.-Pub.	Howard A. Quirt (e) E. W. Heller (me) Kenneth Olstinski (ce)	Robert Stevenson (sp) Mrs. Ida Luber (we)	Howard A. Quirt (gm) A. Tollefson (cm)	Steve Kopkins (ad-mga) L. Scheibe (cam)	Mike Berg, Jr. (ms)
MERRILL 8,951	Herald (e) 4,790	.06	Flat	(I-R) (AP) (J) (6¢, 35¢ w) (Dougan & Bolle and Northwest Daily Press Association)	Merrill Pub. Co., Inc. W. B. Chilsen, Pres.-Pub.	J. A. Chilsen (me) Carla Foster (me)	Norman Heideman (ne-sp) Doris Paroubek (we)	Joe A. Chilsen (gm-bm) Pat Chilsen (cm)	Joe P. Chilsen (ad-ram) Carolyn Klimek (mga) Helen Simon (cam)	Joe P. Chilsen (apm) Harold Trantow (ms)
MILWAUKEE 637,392 866,960-ABC-CZ	Journal (3) (e) ⓦ 346,364 Sunday edition (S) ⓦ 471,833	.65 .70	Flat Flat	(I) (AP, UP NYT, NANA, ONA) (*S) (5¢, 15¢S, 45¢w-d&S) (O'Mara & Ormsbee, Inc.)	Journal Co. H. J. Grant, Chm. of Board J. D. Ferguson, Pres. Irwin Maier, Pub.	J. D. Ferguson (e) Wallace Lomoe (me) Harvey Schwandner (ce)	Fred Remick (ne) Dale Wilson (Su) R. G. Lynch (sp) Aileen Ryan (we)	Donald B. Abert (bm) Elmer H. Schroeder (cm)	Robert K. Drew (ad) Arthur F. Hall (mga) Harold E. Daniels (ram) H. J. Bendinger (cam)	C. R. Conlee (pm) J. E. McMullen (prod. mgr.) Joseph Goll (ms)
	Sentinel (1) (m) ⓦ 184,155 Sunday edition (S) ⓦ 227,930	.48 .60	Flat Flat	(I) (AP, INS) (5¢d, 20¢ S, 30¢w, 45¢w-d&S) (Hearst Advertising Service)	Milwaukee Sentinel Div. of Hearst Corp. Richard E. Berlin, Pres. Robert C. Bassett, V.P.-Pub.	George Tracy (me) Walter Wegner (ce) Edward Johnson (day ce)	Max T. Nelson (exec. ne) H. Hasselquist (ne) Al Elewitz (Su) Lloyd Larson (sp) Dorothy Parnell (we)	Henry C. Gronkiewiez (bm) H. M. Van Dusen (cm)	Benn Kay (ad) Howard Wheat (mga) Jerome Hirschfield (ram) Milton Werner (cam)	Andrew Hertel (pm)
MONROE 7,837 7,037-ABC-CZ	Times (e) ⓦ 4,985	.07	Flat	(I-R) (AP) (J) (5¢, $1.35mo) (Allen-Klapp Co.)	Monroe Evening Times Co. Edmund C. Hamilton Pres.-Pub. Lena M. Conrad, Sec.-Treas.-Co-Pub.	E. C. Hamilton (eep-e-me)	Robert M. Garsson (ce)	Lena M. Conrad (bm) Rose Altmann (cm)	S. H. Haberman (ram) Katherine F. Friedrich (cam)	Geo. Schuh (ms)
NEENAH-MENASHA 12,437 Neenah 12,385 Menasha	Twin City News-Record (e) 3,786	.065	Flat	(I-R) (UP) (5¢) (Shannon & Associates, Inc.)	Neenah-Menasha Nsprs., Inc. Edward C. Cochrane, Pres.-Pub.	Edward C. Cochrane (eep-e) Kenneth Asmus (me) Ivan Kaste (ce)	Mrs. Mary Reinhardt (we)	Edward C. Cochrane (gm-bm)	Don Hruska (ram-Neenah) Bert Rindal (ram-Menasha)	Darrell Buchanan (ms)
OSHKOSH 41,084 45,069-ABC-CZ	Northwestern (e) ⓦ 18,336	.12	Flat	(R) (AP, UP) (6¢, 35¢ w) (Johnson, Kent, Gavin & Sinding, Inc.)	Oshkosh Northwestern Co. Doris Hardy Schwalm, Pres. Samuel W. Heaney & A. Thomas Schwalm Co-Pubs.	L. H. Torreyson (eep) Aaron J. Mace (me) Gilbert LaBudde (ce)	Orville Wonser (sp)	Fred R. Wiese (bm) C. A. Thomas (cm)	Fred R. Wiese (mga) Walter Ellegard (ram) John F. Skoglind (cam)	C. A. Thomas (ms)
PORTAGE 7,334	Register-Democrat (e) 5.139	.06	Flat	(I) (UP) (6¢, 30¢w) (Scheerer & Co.)	Comstock Pub. Co. W. T. Comstock, Pres.	W. T. Comstock (eep-e)	Mrs. Jack Cochrane (we)	W. T. Comstock (gm-bm)	Philip Melchior (ram)	.....
RACINE 71,193 89,421-ABC-CZ	Journal-Times (e) ⓦ 29,972 Bulletin (S) ⓦ 28,683	.16 .16	Flat	(I-R) (AP, UP) (7¢, 10¢S, 45¢w) (Allen-Klapp Co.)	Journal Times Co. J. D. McMurray, Pres. Harry R. LePoidevin and J. D. McMurray, Co-Publishers	W. C. Reynolds (eep) J. D. McMurray (e) Frank Lovell (me) V. Hoffman (ce)	Esther Christsen (Su) Keith Brehm (sp) Lucy Colbert (we)	Harry R. LePoidevin (gm-bm) H. T. Larsen (cm) Norman Albeck (com)	Harry R. LePoidevin (mga) Atlee Bratley (ram) Geo. Westrich (cam)	E. Kreuger (ms)
RHINELANDER 8,774	News (e) 3,907	.05	Flat	(I) (AP) (6¢, 35¢w) (Wisconsin-Newspaper Markets and Northwest Daily Press Association)	Rhinelander Pub. Co. Clifford G. Ferris, Pres.-Pub.	Clifford G. Ferris (eep-e) Kris K. Gilbertson (me-ce)	Kris K. Gilbertson (ne) Lisbeth Kretlow (we)	Clifford G. Ferris (gm-bm) Ben R. Lewis, Jr. (cm)	Ralph R. Mischnick (ad) Mildred Grenier (cam)	Jack L. Johnson (ms)
SHAWANO 5,894	Leader (1) (e) 7,010	.06	Flat	(I) (UP) (5¢) (None)	Shawano Evening Leader Co. J. P. Donald, Pub.	Frank Meyer (me)	.....	J P. Donald (gm)	Walter Fellenz (mga)	.....
SHEBOYGAN 42,365 51,946-ABC-CZ	Press (e) ⓦ 25,797	.14	Flat	(D) (UP, AP) (J) (6¢, 35¢w) (Ward-Griffith Co., Inc.)	Press Pub. Co. A. Matt Werner, Pres. Pub.	A. M. Werner (e) W. J. Pfister (assoc. ed.) Harold R. Maier (me)	Dwight Pelkin (sp) Marion Koch (we)	Michael J. Progar (bm) Otto B. Stielow (cm) Roland Grimmer, (com)	Robert Richter (mga-cam) C. Wondergem (ram)	
STEVENS POINT 16,564	Journal (e) 8,167	.08	Flat	(I) (AP) (J) (5¢, 30¢w, $1.30mo) (Northwest Daily Press Association)	Journal Ptg. Co. Weldon C. Leahy, Pres.-Pub.	James W. Hull (e) Sherman J. Sword (ce)	Matt Otte (sp) Theresabell Leary (we)	Weldon C. Leahy (bm) Edw. T. Richter (cm)	John H. Martin (mga) Ben C. Glodoske (ram) Helen K. Rothrock (cam)	James E. Cashin (mgr. job shop) George W. Butler (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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SUPERIOR 35,325 35,874-ABC-CZ	Telegram (e) 20,771	.13		Flat (I) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc., Wisconsin Newspaper Markets and Northwest Daily Press Association)	Evening Telegram Co. Morgan Murphy, Pres.-Pub.	Seegar Swanson (eep-e) Lauraine Goreau (me) John Ward (ce)	William Gollie (sp) Sybil Waede (we)	Clough Gates (gm) Paul J. Skamser (bm) Orvel Bicking (cm)	Max H. Lavine (ad) Maurice I. Severson (ram) Ethel McLaughlin (cam)	Maurice I. Severson (pm) Sidney Haugen (ms)
TWO RIVERS	See Manitowoc-Two Rivers.									
WATERTOWN 12,417	Times (e) 6,796	.07		Flat (I) (UP) (6¢, 35¢w)	Times Pub. Co. John D. Clifford, Pub. D. F. Clifford, Pres.	John D. Clifford (e-me) Clarence H. Wetter (ce)	Joseph Toman, Jr. (sp) Mary Zielsdorf (we)	John D. Clifford (gm) S. J. Friedman (bm) G. W. Ponath (cm)	S. J. Friedman (ad-mga-ram) William Johnston, Jr. (cam)	C. Schroeder (ms)
WAUKESHA 21,233	Freeman (e) 10,147	.07		Flat (I) (UP) (J) (5¢, 30¢w) (none)	Freeman Ptg. Co. Mrs. Josephine H. Youmans, Pres.-Pub.	Gilbert H. Koenig (eep-e-me) Thomas J. Smith (ce)	Robert R. Spatt (sp) Helen Williams (we)	Gilbert Koenig (gm) Henry A. Youmans, Jr. (bm) Louis M. Wellford (cm)	Hans Hamm (ad) Cliff Wenthur (ram) Clayton C. Evans (cam)	John Hillmer (ms)
WAUSAU 30,414 37,029-ABC-CZ	Record-Herald (e) ⊠ 16,806	.12		Flat (I-R) (AP) (7¢, 35¢w, $1.40mo) (Burke, Kuipers & Mahoney, Inc., and Northwest Daily Press Association)	Record-Herald Co. J. C. Sturtevant, Pres.-Pub.	Philip J. Sanders (me) E. R. Boileau (ce)	David Christenson (sp) Mona B. Walworth (we)	W. F. McCormick (gm) M. A. Nelson (cm)	W. E. Payne (ad) Neal Rothman (cam)	E. N. Peterson (ms)
WISCONSIN RAPIDS 13,496 20,122-ABC-CZ	Tribune (e) ⊠ 8,113	.08		Flat (I) (AP) (7¢, 35¢w) (Scheerer & Co. and Northwest Daily Press Association	Wisconsin Rapids Tribune Co. Mrs. Louise Huffman, Pres. William Huffman Jr., Co-Pub. Mrs. Louise Huffman, Co-Pub.	Carl E. Otto (e) William Beckman (me)	Ed. Hanson (sp) Jane Shea (we)	Henry Silka (cm) Alma Peters (com)	Richard A. Davis (ad-mga) Emory Welch (ram) Joe Novak (cam)	A. J. Wenslaff (ms)

WYOMING

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CASPER 23,673 25,788-ABC-CZ	Star (m ex Mon.) 5,868 Tribune-Herald (e ex Sat.) ⊠ 13,023 Combined daily (me) 18,891 Sunday Tribune-Herald & Star ⊠ 15,400	..... .15 ..... .15		(I) (UP) (5¢, 10¢S) (105) (Shannon & Associates) Flat (I) (AP) (5¢, 10¢S) (Shannon & Associates) Flat	Natrona County Tribune Earl E. Hanway, Ch. Bd. Jack W. Perry, Pres.	Jack W. Perry (e TH) Frank R. Wadell (eep) E. P. Martin (me TH) Phil Wagner (me ST) M. W. Downie (ce TH)	M. W. Downie (ne TH) Phil Wagner (ne ST) Martin Ray (sp TH) Ray Giffin (sp ST) Frances Webb (we TH) Pat Fleming (we ST)	Jack W. Perry (gm TH-ST) Clark F. Perry (bm TH-ST) Earl P Hanway (cm TH-ST)	Richard McCann (ad) Robert Bark (ram TH) Al Walker (ram ST) Hobart Williams (cam TH-ST)	
CHEYENNE 31,935 41,129-ABC-CZ	Wyoming Eagle (m ex Mon.) ⊠ 10,605 Wyoming State Tribune (e ex Sat.) ⊠ 10,337 Combined daily (me) ⊠ 20,942 Wyoming State Tribune (S) ⊠ 10,346 Morning and Sunday (mS) ⊠ 20,951	.... .15 .10 .15	.... Flat Flat Flat	(D) (UP) (5¢, 45¢w) (R) (UP) (5¢, 5¢S, 60¢w) (West-Holliday Co., Inc.)	Cheyenne Newspapers Inc. Tracy S. McCraken, Pres.-Pub.	R. F. McPherson (eep-e-WE) K. Osborn (me-ST) Geo. Johnston (me-WE) B. F. Horton (ce-WE) Wm. Symons (ce-ST)	Bernard Horton (ne WE) Keith Osborn (Su) Ken Pearce (sp-ST) Larry Birleffi (sp-WE) Kathryn Gress (we-WE) Marjorie Neal (we-ST)	O. B. Koerfer (gm) Ray Cahalene (bm) Ralph Ausman (city cm) Neal Hoffman (state-cm)	Warren W. Hoefer (ad) Howard Crain (mga) Neil Hoffman (cam)	Robert S. McCracken (pm) A. W. Harris (ms)

NOTE: The Wyoming Eagle and The Wyoming State Tribune maintain separate editorial and news staffs with all other departments in common. Both papers are owned by Cheyenne Newspapers, Inc.; Tracy S. McCraken, President; O. B. Koerfer, Vice President; Robert S. McCraken, Vice President.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LARAMIE 15,581 15,581-ABC-CZ	Bulletin (m ex Mon.) ⊠ 2,983 Republican-Boomerang (e ex Sat.) ⊠ 2,719 Combined daily (me) ⊠ 5,702	.... .085	.... Flat	(D) (AP, UP) (5¢, 25¢w) (West-Holliday Co., Inc.) (R)	Laramie Newspapers, Inc. Tracey S. McCraken, Pres. R. R. Allbaugh, Pub.	R. R. Allbaugh (eep-e) Horace Campbell (me)	Calvin Queal (me-R) Horace H. Campbell (me-B) Alice Stevens (ne) Mike Christopulos & Karl Nestvold (sp) Evelyn Gunter & Evelyn Henderson (we)	James A. Hull (bm) Wm. H. Metier (cm)	James A. Hull (ad-mga) Charles Bell (cam)	.....
RAWLINS 7,415 7,415-ABC-CZ	Times (m ex Mon.) ⊠ 3,538	.06		Flat (I) (J) (5¢, 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Rawlins Newspapers, Inc. Tracy S. McCraken, Pres. Ted O'Melia, Pub.	Ted O'Melia (e) Geo. Padget (eep-me)	Paul Weick (sp) Pearl Holmquist (we)	Russell Stout (gm) John Campbell (cm) R. W. Geddes (com)	Russell Stout (ad) Vivian Campman (cam)	Neil Clark (ms)
ROCK SPRINGS 10,857 11,097-ABC-CZ	Rocket (1) (m ex Mon.) ⊠ 5,575 Sunday Miner (S) ⊠ 5,575	.07 .07		Flat (I-D) (UP) (J) (5¢, 10¢S, 30¢w) (West-Holliday Co., Inc.) Flat	Rock Springs Newspapers, Inc. T. S. McCraken, Pres. D. G. Richardson, Pub.	D. G. Richardson (eep-e)	Martha Jensen (we)	R. H. Johnson (gm-bm) Calvin Jacks (cm)	R. H. Johnson (ad) George A. Schmidt (ram) Helen Pulos (cam)	R. H. Johnson (pm-apm) Lewis Zaversnik (ms)
SHERIDAN 11,500 13,500-ABC-CZ	Press (e) ⊠ 7,139	.08		Flat (R) (AP) (5¢, 30¢w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Sheridan Newspapers Inc. Fred A. Seaton, Pres. Carl A. Rott, Pub.	Carl A. Rott (eep) Robert Johnson (me)	.....	Carl A. Rott (gm) J. K. Oliver (cm)	W. C. Catterall (mga)	Otto Manning (ms)
WORLAND 4,202 4,202-ABC-CZ	Northern Wyoming Daily News (m ex Mon.) ⊠ 4,293	.06		Flat (I) (CT-NYN, UP) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	Big Horn Basin Newspapers, Inc. Tracy S. McCraken, Pres. Hugh K. Knoefel, Pub.	Hugh K. Knoefel (eep-e-me) William G. Hoyt (ce)	William G. Hoyt (ne) James Ivey (sp) Mrs. Wm. F. Bragg (we)	Hugh K. Knoefel (gm-bm) DeWayne Stalvig (cm)	Elmer R. Downing (ad-mga-ram) Clara Daniels (cam)	Hugh K. Knoefel (pm) Elmer R. Downing (apm) Wm. A. Woodhams (ms)

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

The primary function of Newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissoubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American Journalism, these canons are set forth:

(1) Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) Decency—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional combination.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERTA										
CALGARY 129,060 133,061-ABC-CZ	Albertan (m ex Sat.) (Sat.)	28.477 33,254	.14.13	(I) (CanP, BUP) (J) (5¢, 10¢Sat.) (W. H. Austin Co. (Can.) (Henry De Clerque (U.S.)	Lethbridge Herald Co, Ltd. G. M. Bell, Pres-Pub.	C. Mowers (eep) A. M. Raymond (e-me) G. R. Bell (ce)	Frank McCool (sp) Eva Reid (we)	G. M. Camerson (cm)	Gordon A. Donovan (ad-mga-ram-cam)	R. Riches (ms)
	Herald (e)	58,311	.20	Flat (I) (AP, TS, NANA, RN CanP,SC) (5¢, 10¢ Sat.,) (Conklin & Woodward, Inc. (U. S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd. Basil Dean Actg. Pub.	Basil Dean (eep) A. H. Bill (e-me) R. Goodwin (ce)	G. Brawn (ne) Gordon Hunter (sp) Linda Curtis (we)	Fane Polley (com) E. D. Waines (bm) Malcolm McCallum (cm)	G. E. Hall (mga) L. W. Roper (ram) A. J. Hilton (cam)	Geo. Birkett (apm)
EDMONTON 159,631 170,929-ABC-CZ	Journal (e)	89.346	.24	Flat (I) (AP, RN, CanP, CDN, NANA, ONA, SC) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc. (U. S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Ltd. Co. P. S. Fisher, Pres. W. A. MacDonald, Pub.	Fraser M. Gerrie (me-e) George Stout (ce)	Don MacDougall (ne) Hal Pawson (ep) Mrs. Ruth Bowen (we)	W. A. MacDonald (gm) T. G. Brown (bm) W. H. Campbell (cm)	John S. Ward (ad-mga-ram) K. Thatcher (cam)	.....
LETHBRIDGE 22,947 22,947-ABC-CZ	Herald (e)	15 968	.09	Flat (I-L) (AP, BUP, TS, CanP) (J) (5¢, 30¢ w) (Henry De-Clerque, Inc. (U.S.) T. G. Vatcher & Co., Ltd. (Canada)	Lethbridge Herald Co., Ltd. Hugh P. Buchanan, Pres. H. G. Long, Pub.	H. P. Buchanan (me) Erik Watt (ce)	C. F. Steele (ne) Don Pilling (sp) J. E. Huckvale (we)	S. A. Buchanan (cm)	H.E. Mahon (ad-mga-ram) Miss Y. Schweitzer (cam)	T. E. Morris (ms)
MEDICINE HAT 16,364 16,364-ABC-CZ	News (e)	5.189	.05	Flat (I-L) (AP, CanP) (5¢, 25¢w) (Conklin & Woodward, Inc. U. S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Medicine Hat News, Ltd. Philip S. Fisher, Pres. T. R. Osborne, Pub.	W. H. Hogle (eep-e) A. P. Kent (ass-e) Pete Mossey (ce)	Pete Mossey (ne-sp)	Robert Worth (cm)	A. P. Kent (ad-ram)	.....
BRITISH COLUMBIA										
NANAIMO 7,196	Free Press (e)	5,421		(I) (RN, CanP) (J) (5¢, (none)	Nanaimo Free Press Ltd. R. J. M. Stewart, Pres.	Percy Cooper (ne)	Percy Cooper (ne) Geo. Summerfield (sp)	E. R. Norris (gm-bm) O. J. Jones (cm)	Geo. R. Summerfield (mga-ram-cam)	Geo. Summerfield (pm) O. Norris (ms)
NELSON 6,772 9,872-ABC-CZ	News (m)	9.040	.07	Flat (I) (CanP, TS) (J) (5¢, 30¢w, $1.25mo) (A. H. Halladay)	News Pub. Co., Ltd. R. H. Green, Pres. C. W. Ramsden, Pub.	H. R. Proctor (eep-ce) A. W. Gibbon (e)	A. W. Gibbon (ne) L. Walker (sp) L. Holmes (we)	C. W. Ramsden (gm) J. Smith (cm)	L. Kennedy (ad-mga) F. Bryan (ram)	L. Kennedy (apm) S. N. Fawcett (ms)
NEW WESTMINSTER 28,639 28,639-ABC-CZ	British Columbian (e)	11,906	.11	Flat (I) (UP, BUP, CanP) (J) (5¢, $1.00mo) (Thos. F. Clark Co. (U. S.), Edwards & Findlay, Ltd. (Canada)	Columbian Co., Ltd.	Miss D. G. Taylor (e) I. E. Hambly (ce)	John Ward (sp) E. Purkiss (we)	M. E. Stevenson & R. W. Ballantyne (gms) M. E. Stevenson (cm)	R. W. Ballantyne (ad-mga-ram-cam)	R. W. Ballantyne (pm) W. H. Fulton (ms)
PRINCE RUPERT 8,546 8,546-ABC-CZ	News (e)	3,291	.07	Flat (I) (CanP) (5¢) T. E. Vatcher Toronto 1, Ont.	Prince Rupert Daily News, Ltd. John F. Magor, Pres.-Pub.	John F. Magor (eep)	J. R. Ayres (ne) Geoff. Ayres (sp) Mrs. Geo. Brown (we)	G. P. Woodside (cm)	G. P. Woodside (mga)	Michael D. Montesano (ms)
TRAIL 11,430 14,409-ABC-CZ	Times (e)	5,456	.07	Flat (I) (J) (5¢, 25¢w) (none)	Trail Times Ltd. R. H. Green, Pres. W. A. Curran, Pub. J. H. Lunney (Ass't Pub.)	J. H. Lunney (e-eep-me)	Mervin Anderson (ne) Wm. Rayner (sp) Mrs. C. H. Jeffares (we)	W. A. Curran (gm) J. H. Lunney (bm)	Thomas Adams (ad-mga-ram-cam)	Thomas Adams (apm) W. M. Lobb (ms)
VANCOUVER 344,833 498,384-ABC-CZ	News-Herald (m)	31,550	.15	Flat (I) (AP, CanP) (5¢, $1.25mo) (F. E. Dines-Vancouver Thomson Dailies-Toronto, Ralph Mulligan, New York, Robert Giddens-London)	News-Herald Ltd. Gerald M. Brown, Pub. B. J. Wood, Gen. Mgr.	Kenneth Drury (eep) G. Lewis (me) D. Finlay (ce)	G. Lewis (ne) K. Matthews (sp) J. Caple (we)	B. J. Wood (gm) E. G. Gaisford (cm)	F. E. Dines (ad) W. D. Stokvis (ram)	Verne H. Miller (pm) G. Jones (ms)
	Province (e)	131,094	.40	Flat (I) (AP, CanP, CDN, INS, SC, RN) (5¢, 10¢Sat., $1.25mo) (Conklin & Woodward, Inc. (U.S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd., Montreal, Que. P. S. Fisher, Pres. A. W. Moscarella, Pub.	H. H. C. Anderson (eep-e) William Forst (me)	Stanley Sutherland (ne) M. J. Moore (Su) Alf. Cottrell (sp) Miss Pat Wallace (we)	A. W. Moscarella (gm) G. E. Medlin (cm)	B. M. Carter (ad) K. L. Bower (mga) Frank McGirr (ram) Robert Watson (cam)	D. Diespecker (pm-apm) D. E. Fergusson (ms)
	Sun (e)	194,246	.53	Flat (I-L) (CanP, BUP: AP, UP) (J) (5¢, 10¢Sat., $1.25mo) (Henry De Clerque, Inc. (U.S.), C. M. Pearson (Toronto), R. C. Boyd (Montreal)	Sun Pub. Co., Ltd. D. C. Cromie, Pres.-Pub. S. P. Cromie (Ass't. Pub.	Cliff MacKay (eep) H. L. Straight (me) Earl Smith (ce)	D. O. Finlay (ne) Doris Milligan (Su) E. Swangard (sp) Mrs. Vera Kelly (we)	C. F. Bailey (bm) H. F. Gates (cm)	J. M. Lecky (ad) J. Toogood (mga) S. C. Amess (ram) H. E. Richardson (cam)	A. McLellan (pm) W. Hughan (ms)
VICTORIA 51,331 82,938-ABC-CZ	Colonist (m ex Mon.)	28,020	.....	(I) (NANA, CanP, BUP) (J) (7¢, 10¢S, $1.50 mo.city, $1.25 mo. country)	Victoria Press Ltd. G. M. Bell, Prs., Stuart Keat, Vice-Pres. and Pub.-	S. Graves (eep-e) John Shaw (ce) F. C. Barnes (me)	W. T. Galt (ne) R. Gurney (Su) J.Tang (sp) Mrs. D. Wrotnowski (we)	C. M. Wightman (gm) S. Kidd (cir.dir.)	H. L. Alexander (Ad. Dir.) E. Sidaway (cam) Wm. Erb (ram)	Frank Mack (ms)
	Times (e) Combined edition (me) Colonist (S) Evening & Sunday (eS)	20,913 48,933 31,124 51,037	..... .29 ..... .30	(I-L) (AP, BUP, CanP RN) (J) (7¢, 10¢Sat., $1.50mo. city, $1.25 mo. country) (Cresmer & Woodward, Canadian Division-U. S.) (W. H. Austin & Co-Canada)	Times, Seth R. Halton, Pub.-C	Bruce Hutchison (e) Brian Tobin (eep) Leslie Fox (me) Lloyd Baker (ce)	L. Whittaker (ne) F. J. Merriman (Su) Bill Walker (sp) Bessie Forbes (we)			

Flat

NOTE: The Daily Colonist and the Victoria Daily Times are editorially separate, operating with business, advertising, circulation and mechanical departments under a joint publishing company known as Victoria Press Limited with G. M. Bell, President; Stuart Keate, Vice President; C. M. Wightman, General Manager; H. L. Alexander, Advertising Director; S. Kidd, Circulation Director.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MANITOBA										
BRANDON 20,598 20,598-ABC-CZ	Sun (e) 8,559	.07		Flat (I)(CanP) (J) (5¢, 30¢ w) (Henry De Clerque, Inc. (U. S.), A. H. Halladay (Canada)	The Sun Pub. Co., Ltd. E. H. Whitehead, Pres. E. C. Whitehead, Pub.	L. D. Whitehead (e) H. L. Crawford (me)	James Reid (sp) E. Donnelly (we)	E. C. Whitehead (gm) G. Keith Lewis (ass. gm) W. Hudema (cm)	L. V. Smith (mga)	W. Ames (ms)
PORTAGE LA PRAIRIE 8,511 8,511-ABC-CZ	Graphic (e) 2,101	.05		Flat (I) (CanP) (5¢, 20¢w, 72¢mo)(W. T. Snelling)	Vopni Press, Ltd. W. H. Vopni, Pres.-Pub.	W. H. Vopni (eep-e)	O. A. Cross (ne)		Ian A. McKenzie (ad)	
WINNIPEG 235,710 356,813-ABC-CZ	Free Press (e) 112,988	.26		Flat (I-L) (CanP, NYHT) (5¢, 10¢Sat. 30¢w) (Henry DeClerque, Inc. (U.S.) Wm. Houston (Canada)	Winnipeg Free Press Co., Ltd. Victor Sifton, Pres.-Pub. R. S. Malone, Vice-Pres.	Thomas Kent (eep-e) Wm. Metcalfe (me) Albert Boothe (ce)	Orton Grain (ne) Maurice Smith (sp) Mrs. Pearl L'Ami (we)	Wm. Lord (gm) J. D. Cameron (cm-city) J. Trifunov (cm-ctry)	W. R. MacMorran (ad-mga-ram-cam)	J.D. Cameron (pm) J. R. Owen (ms)
	Tribune (e) 70,181	.20		Flat (I) (CanP, RN, SC, NANA) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc. (U. S.) The Southam Newspapers, Adv. Service Dept. (Canada)	The Southam Co., Ltd. (Winnipeg Tribune Div.) Fred S. Auger, Pub.	G. Carlyle Allison (eep-ed. in chief) Eric Wells (me) C. MacFarlane (ce)	Christopher Young (ne) J. Meek (sp) Mrs. Myrtle Patton (we)	S. Sigesmund (cm) A. G. Mahon (com)	C. B. Hinman (ad) J. Cunningham (cam) H. M. Lewis (mga)	James Birkett (ms) C. Anning (prod. mgr.)
NEW BRUNSWICK										
FREDERICTON 16,018 21,105-ABC-CZ	Gleaner (e) 10,111	.08		Flat (I) (AP, RN, CanP) (5¢, 30¢w) (T. G. Vatcher &Co., Ltd.)	Gleaner, Ltd. B. J. F. Winslow, Pres. J. M. S. Wardell (Man. Dir.)	John W. Sancton (eep) John W. Sancton (me) Fred McGuire (ce)	Donald Wickett (ne) D. J. Riley (sp) Joan Capreol (we)	Gerald Kilcup (cm)	J. H. Albert (ad)	S. J. Rorke (pm) O. Sanborn (ms)
MONCTON 27,334 41,895-ABC-CZ	L'Evangeline (m) 7,153	.09	.07	(I) (CP, AP) (J) (5¢, 25¢w, 60¢mo) (Alfred Marshall)	L'Imprimerie Acadienne, Lt'ee Edgar LeBlanc, Pres. Emery LeBlanc, Pub.	Euclide Daigle (eep-e-ce) Emery LeBlanc (me)	Jean Hubert (ne) Gaston Pepin (sp)	Emery LeBlanc (gm-bm) Gerard Arsenault (cm)	Emery LeBlanc (ad-mga) Jos. Gould (ram) Oscar LeBlanc (mga-cam)	Emery LeBlanc (pm-apm) Ralph Cormier (ms)
	Times (m) 9,770	.....	.....	(I-L) (BUP, CanP) (*Sat.) (J) (5¢, 10¢ Sat., 35¢w) (E. P. Finlay)	Moncton Pub. Co., Ltd. J. K. Grainger, Pres. Pub.	David Grieg (eep) A. J. Hicks (e) J. C. Ganong (me) Fraser Robb (ce)	Ed. Larracey (ne) Dave Mackay (sp) Jean Cook (we)	B. W. Isner (gm) H. Crawford (bm) L. Dorman (cm)	B. J. Parsons (ad-ram) Miss F. MacWilliam (mga) R. MacCullum (cam)	B. J. Parsons (pm-apm) C. G. Wilson (ms)
	Transcript (e) 11,570	.....	.....							
	Combined daily (me) 21,340	.12	.10							
SAINT JOHN-LANCASTER 52,003 (SJ) 12,320 (L)* 73,104-ABC-CZ	Telegraph-Journal (m) 24,380	.....	.....	(I) (CanP) (5¢, 10¢Fri. T-J, 10¢Sat. T-G 35¢w) (Cresmer & Woodward Inc.)	New Brunswick Pub. Co., Ltd. T. F. Drummie, Pres-Pub.	Stuart Trueman(eep-e) Ralph Costello (me)	J. G. Bruce (ne-TG) D. J. Merzetti (sp) Mrs. F. G. Sancton (we)	L. W. Bewick (bm) A. R. Marr (cm)	P. H. Butler (ad) J. E. Rolston (mga) T. Crowther (ram)	H. J. Whyte (ms)
	Times-Globe (e) 19,976	.....	.....							
	Combined Daily (me) 44,356	.20	.17							

*Fairville, Beaconsville & Milford incorporated as city of Lancaster since 1951 census.

NEWFOUNDLAND

City	Name of Newspaper	Circulation	Max.	Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
CORNER BROOK 10,276 18,223-ABC-CZ	Western Star (e ex Sat.)	3,334	.05		Flat (I) (CanP, TS) (J) (5¢, 40¢w)	Western Ptg. & Pub., Ltd. J. M. Herder, Pres.	E. Finn (eep) W. McKay (e) Kevin O'Neill (ce)	Ed. Finn, Jr. (sp) Miss Faye Peters (we)	Wallace McKay (gm) Wallace McKay (bm) Scott Simmons (cm)	Wallace McKay (ad) John Adderley (mga-ram) Edna Humber (cam)	John Adderley (pm) B. F. Butler (ms)
	Week end Edition (Sat.)	4,697	.06		Flat						
ST. JOHN'S 52,873 52,873-ABC-CZ	Herald (S)	20,504	.16		.10 (I) (CT-NYN, INS, TS) (J) (5¢) (Edwards Finlay and E. M. Brown & Co.(U.S.)	Sunday Herald, Ltd. W. G. Stirling, Pub.		D. Jamieson (ne) G. Stirling (Su) T. Byrne (sp) M. Reid (we)	C. Noseworthy (bm) D. Morris (cm)	H. Sellers (ad-mga)	C. Henderson (pm-apm) H. Moore (ms)
	News (m ex Mon.)	8,762	.065		.055 (I) (CanP, AP, RN) (Mrs. L. E. Flood, Toronto)	Robinson & Co., Ltd. Hon. John S. Currie, Pres.	Hon. J. S. Currie (e-me)	John Howlett (sp)	L. C. Currie (gm-bm) J. Harvey (cm)	A. B. Butt (ad)	A. B. Butt (apm) J. Garland (ms)
	(Mon.)	10,056									
	Telegram (e ex Sat.)	15,561	.08		Flat (I) (AP, NANA, RN, CanP) (*Sat.) (5¢, 15¢Sat., 40¢w) (T. G. Vatcher & Co., Ltd.)	Evening Telegram, Ltd. R. B. Herder, Pres.	C. E. A. Jeffery, M. B. E. (eep-e) J. M. Herder (me) S. R. Herder (ce)	S. R. Herder (ne) S. R. Herder (sp) Miss Sylvia Wigh (we)	J. M. Herder (gm) R. F. Martin (bm) G. Hillyard (cm)	H. C. Herder (ad) J. G. Green (mga-ram-cam)	H. C. Herder (pm-apm) H. V. Tuff (ms)
	Saturday edition (Sat.)	19,946	.08		Flat						

NOVA SCOTIA

City	Name of Newspaper	Circulation	Max.	Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
AMHERST 9,870 9,870-ABC-CZ	News (e)	2,740	.055*	.04*	(I) (BUP) (J) (4¢, 24¢ w) (T. G. Vatcher & Co., Ltd.)	News-Sentinel Ltd. P. C. Black, Pres. - Pub.	N. S. Sanford (eep) R. W. Andres (e-me-ce)	R. W. Andres (ne) Joseph Dupins (sp) Miss A. E. Crease (we)	R. W. Andres (gm) Miss M. Melanson (bm) Mrs. Inez McPherson (cm)	Miss M. Melanson (mga) Fred Croft (ram)	

*.07 and .05 in combination with semi-weekly News-Sentinel (Tuesday and Friday), circulation 973.

City	Name of Newspaper	Circulation	Max.	Min.	Politics	Publishing Co.	Editor	News Editor	General Manager	Adv. Director	Research Director
HALIFAX 85,589 125,989-ABC-CZ	Chronicle-Herald (m)	65,129	.....	.....	(I) (CanP, BUP) (5¢, 35¢w, $1.50mo) (E. A. Williams (Can.) (Ward-Griffith Co., Inc. (U. S.)	The Halifax Herald, Ltd. G. McL. Daley, Pres. G. W. Dennis, Pub.	F. W. Doyle (eep-MS) E. E. Kelley (e) R. J. Rankin (me) W. J. McCall (ce-MS) David Finlay (ce-CH)	J. Gowen (ne-CH) C. McElhiney (ne-MS) A. Nickerson (sp-CH) W. J. Foley (sp-MS) Miss F. Harris (we)	G. W. Dennis (gm) D. A. Morrison (com) I. B. MacCallum (cm)	Martin Livingston (ad-ram) W. L. Brown (ram) A. L. Redden (mga) V. R. Gormley (cam)	P. Doherty (ms)
	Mail-Star (e)	42,490	.....	.....							
	Combined daily (me)	107,619	.32	Flat							
NEW GLASGOW 9,933 22,898-ABC-CZ	News (e)	8,189	.08		.06 (P-C) (AP, CanP) (J) (5¢, 30¢w) (E. P. Finlay & Co.)	Scotia Printers, Ltd. J. R. H. Sutherland, Pres.-Pub.	J. R. H. Sutherland (eep-me) P. M. MacKenzie (ce)	Alton Georgeson (ne) R. Fraser (sp)	Ernest Fraser (bm) James Tibbetts (cm)	J. R. H. Sutherland (ad-mga-ram) Elizabeth Matheson (cam)	J. W. H. Sutherland (pm-apm) F. S. Moore (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SYDNEY 31,317 31,317-ABC-CZ	Post-Record (e) (AC) 27,163	.15	.14	(I) (CanP) (5¢, 10¢Sat., 35¢w, $1.25mo) (E. P. Finlay Ltd.)	Post Pub. Co. Ltd. Mrs. C. P. Duchemin, Pres. Roy D. Duchemin, Pub.	Roy D. Duchemin (me) Don MacKenzie (ce)	T. L. Guy (ne) Aubrey Keizer (sp) Helen Vail (we)	Roy D. Duchemin (gm) Clifford LeCouteur (bm) Ralph Beatty (cm)	Harold Shetler (ad) R. C. Duchemin (mga) Wm. Moore (asst. ad) Walter Hemphill (cam)	
TRURO 10,756 12,971-ABC-CZ	News (e) (AC) 3,184 Weekly edition (Thu.) (AC) 4,198	.04 .04	Flat Flat	(I) (CanP, TS) (5¢, 25¢w) (none)	News Pub. Co., Ltd. J. M. Murphy, Pres.-Pub.	A. R. Coffin (eep-e) J. M. Murphy (me) Archie MacNeil (ce)	Archie MacNeil (ne-sp)	A. R. Coffin (gm-bm) R. Peppard (cm)	W. B. Foster (mga-ram-cam)	J. M. Murphy (pm) W. B. Foster (apm)

ONTARIO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BELLEVILLE 19,519 22,276-ABC-CZ	Ontario-Intelligencer (e) (AC) 10 252.08	.065		(I) (AP, TS, INS, CanP) (J) (5¢, 25¢w) (none)	Ontario Intelligencer, Ltd. W. H. Morton, Pres.-Pub.	R. Payne (eep) G. A. Morton (me) C. D. Tice (ce)	G. H. Carver (sp) Mrs. A. Henderson (we)	W. H. Morton (gm) D. McFadden (cm)	Fred H. Barton (mga) M. Foster (cam)	Fred H. Barton (apm) (apm) Chas. Harwick (ms)
BRANTFORD 36,727 36,727-ABC-CZ	Expositor (e) (AC) 19,542	.10	Flat	(I) (CanP) (5¢, 30¢w) (none)	Preston & Sons, Ltd. Mrs. W. B. Preston, Pres. John C. Preston, Pub.	C. F. Sanders (eep) P. M. Preston (e) G. Ronald (ce)	E. Beare (sp) O. Daum (we)	John C. Preston (gm) F. W. Pollard (bm) S. J. Nasvadi (cm)	J. H. Johnson (ad-mga-ram-cam)	J. H. Johnson (pm-apm) J. Mars (ms)
BROCKVILLE 12,301 12,301-ABC-CZ	Recorder & Times (e) (AC) 7,328	.07	.05	(I-L) (CanP) (J) (5¢, 25¢w) (T. G. Vatcher & Co., Ltd.)	The Recorder Ptg. Co. Ltd. F. B. Maclean, Pres. Mrs. F. B. Maclean, Pub.	F. B. Maclean (eep-e) A. C. Runciman (me)	Keith Pelton (sp) Miss J. E. MacDowell (we)	Joseph Edwards (gm-bm) Mrs. R. B. Drew (cm)	A. C. Moore (ad-mga-ram-cam)	C. S. Paterson (pm-apm) E. L. Hill (ms)
CHATHAM 21,218 21,218-ABC-CZ	News (e) (AC) 13.720	.09	Flat	(I) (AP, CanP, RN, TS) (5¢, 30¢w) (Thomson Dailies (Can.) Ralph R. Mulligan (U. S.)	Thomson Co., Ltd. R. H. Thomson, Pres.	Victor Lauriston (eep) Joseph Emmott (me) Ted Aiken (ce)	Ted Aiken (ne) Bruce Huff (sp) Mrs. Mary McCoig (we)	Keith Stewart (gm) Ray MacDonald (cm)	Jack Bowers (mga-ram) Mrs. H. Russell (cam)	Keith Stewart (pm) Jack Bowers (apm) Ralph Edwards (ms)
CORNWALL 16,899 34,086-ABC-CZ	Standard-Freeholder (e) (AC) 12,442	.08	.07	(I) (AP, CanP) (J) (5¢, 30¢w) (T.G. Vatcher & Co., Ltd.)	The Standard-Freeholder, Ltd. Howard Fleming, Pres. J. B. McKay, Pub.	J. B. McKay (eep-e) A. E. Gratton (me-ce)	A. E. Gratton (ne) Miss B. C. Young (we)	P. S. Robertson (gm-bm) G. S. Crossman (cm)	C. J. Leroux (mga-ram)	
FORT WILLIAM 34,947 34,947-ABC-CZ	Times-Journal (e) (AC) 13,761	.08	Flat	(I) (CanP, TS) (J) (5¢, 10¢Sat., 35¢w) (none)	Times-Journal of Ft. William Ltd. F. Murphy, Pres. D. Smith, Pub.	W. H. Goodman (eep-me) A. L. Phillips (ce)		D. Smith (gm) W. D. Smith (bm) F. Jowitt (cm)	G. A. Johnston (mga) Miss E. Thompson (cam)	
GALT 19,207 26,826-ABC-CZ	Reporter (e) (AC) 10,597	.08	Flat	(I) (AP, CanP, TS) (6¢, 35¢w, $1.50 mo) (Thomson Dailies (Can.), Ralph R. Mulligan (U.S.)	Thomson Co., Ltd. R. H. Thomson, Pres. Allan Holmes, Pub.	Allan Holmes (eep) A. F. Herbert (e-me) N. K. Knechtel (ce)	N. Knechtel (ne) Laurie Brain (sp) R. Crossey (we)	M. L. Hamilton (gm) Loren Johannes (cm) F. C. Miles (bm)	L. B. Leith (mga-ram-cam)	J. T. Hogan (ms)
GUELPH 27,386 27,386-ABC-CZ	Mercury (e) (AC) 11,640	.08	Flat	(I) (CanP) (6¢) (Thomson Dailies (Can.), Ralph R. Mulligan, (U.S.)	Thomson Co., Ltd. Roy W. Thomson, Pres.	J. C. Collins (e) V. McIlwraith (ce)	Russ Stewart (ne) Al Austin (sp) Gwen Davidson (we)	R. L. Hamill (gm) Norman McLeod (cm)	William Anderson (ad-ram)	William Anderson (pm) Harold Belle (ms)
HAMILTON 208,321 250,570-ABC-CZ	News *New daily		*							
	Spectator (e) (AC) 87,132	.24	Flat	(I) (AP, BUP, CanP, SC, RN, NANA, INS) (5¢, 30¢w) (Southam Newspapers Adv. Service Dept. (Can.), Cresmer & Woodward (U. S.)	Southam Co., Ltd. Philip S. Fisher, Pres. St. Clair Balfour, Jr., Pub.	Peter Ingles (eep) J. G. O'Neil (e) F. J. Keen (ce)	Burton Lenis (ne) J. Ivan Miller (sp) Miss O. M. Carrick (we)	A. G. Muir (gm) Roy Middleton (cm)	John Muir (ad) H. O. Thomasson (mga) Hugh Kay (ram) J. H. Gilden (cam)	H. J. Gildea (pm) J. M. Waite (ms)
KINGSTON 33,450 46,002-ABC-CZ	Whig-Standard (e) (AC) 19.382	.09	Flat	(I-L) (CanP, NYHT) (*Sat.) (5¢, 10¢Sat., 35¢w) (none)	The Kingston Whig-Standard Co., Ltd. Hon. W. Rupert Davies, Pres. Arthur L. Davies, Pub.	W. M. Ashton (eep) Arnold Edinborough (e) R. D. Owen (me) C. A. Devlin (ce)	M. J. Rodden (sp) Jean Edwards (we)	Arthur L. Davies (gm) Stuart Crawford (cm)	W. J. Coyle (ad)	
KIRKLAND LAKE 18,392 16,239-ABC-CZ	Northern News (e) (AC) 5,850	.07	Flat	(I) (CanP, TS) (*Sat.) (5¢, 35¢w) (Thomson Dailies (Can.) (Ralph R. Mulligan (U. S.)	Northern News, Ltd. Roy H. Thomson, Pres.	Margaret Alderson (eep-me-ce)	Mrs. E. Roy (we)	N. D. Hamilton (gm) Miss S. Legault (bm) C. L. Butler (cm)	F. C. Lantz (ad-mga-ram) F. Boegel (cam)	C. L. Butler (pm) F. C. Lantz (apm) P. Morden (ms)
KITCHENER-WATERLOO Kitchener-44,867 Waterloo-11,991 57,995-ABC-CZ	Record (e) (AC) 30,549	.13	Flat	(I) (CanP) (5¢, 30¢w, $1.25mo) (none)	News Record Ltd. John E. Motz Pres.-Pub.	H. J. Helm (eep) John E. Motz (e) C. B. Schmidt (me)	L. W. Taylor (sp) Frances Denney (we)	John E. Motz (gm) E. B. Gardner (bm) J. E. Fehrenbach (cm)	J. C. Anderson (ad) Margaret Morrison (cam)	J. E. Fehrenbach (pm) W. J. Besserer (ms)
LINDSAY 9,603 9,603-ABC-CZ	Post (e) (AC) 2,593*	.04†	.035†	(BUP) (none)						
	*March 31, 1954. †.06 and .055 in combination with weekly Post (Thur.), circulation (AC) 2,808.									
LONDON 95,343 113,341-ABC-CZ	Free Press (m) (AC) 54,100 Free Press (e) (AC) 37,074 Combined daily (me) (AC) 91,174	.... .29	.... Flat	(I) (CanP, RN, AP) (5¢, 10¢Sat., 35¢w) (none)	London Free Press Ptg. Co., Ltd. W. J. Blackburn, Pres.-Pub.	A. R. Ford (VP-e) Wm. Robinson (ce)	John Gore (ne-day) Gerald Newton (ne-nt) Jack Park (sp) Marion Roe (we)	W. G. Trestain (dir. sales & Prod.) Russell Baker (bm) J. M. Hutchison (cm)	W. G. Trestain (ad) C. G. Fenn (mga) Wm. Parkinson (ram) Wm. White (cam)	J. C. Burns (pm) M. T. Parkinson (ms) H. L. Moss (Press Supt.)
NIAGARA FALLS 22,874 22,874-ABC-CZ	Review (e) (AC) 13,386	.08		.06 (I-L) (AP, CanP) (J) (5¢, 30¢w, $1.20mo) (T. G. Vatcher & Son)	F. H. Leslie, Ltd. F. H. Leslie, Pres.-Pub.	J. M. Cowan (eep-e-me) Miss Winnifred M. Stokes (ce)	Doug Austin (sp) R. Lindsay (we)	F. H. Leslie (gm) W. B. Leslie (bm) L. B. Lundy (cm)	Wm. A. Sootheran (ad)	
NORTH BAY 17,944 17,944-ABC-CZ	Nugget (e) (AC) 12,012	.08	Flat	(I) (CanP) (J) (7¢, 35¢w) (Edwards & Finlay)	North Bay Pub. Co. Ltd. F. J. Grainger, Pres.-Pub.	C. M. Fellman (eep-e-me) J. B. Jessup (ce)	J. B. Jessup (ne) R. Ethier (sp) Lorraine McGowan (we)	J. F. Grainger (gm-bm) Wm. Sullivan (cm)	Ross Blakely (ad-mga-ram) M. Beattie (cam)	J. F. Grainger (pm) R. Blakely (apm) J. A. Beatty (ms)

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WILL SEND LETTERS OR CARDS TO TRADE	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
WILL PREPARE AND SEND OUT BROADSIDES	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
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WILL SUPPLY "SPECIAL" MARKET DATA ON REQUEST	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
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WILL INTRODUCE MANUFACTURER'S SALES FORCE TO RETAILERS	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
SATURDAY COLOURED COMIC ADVERTISING		√				√			√		√			√	√		

*Page replated half-way through edition, $15.00 service charge.

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City 2653

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ORILLIA 12,085	Packet and Times (e)	.06	Flat (I) (CanP, TS) (5¢, 25¢w) (Ralph R. Mulligan (U.S.)	Thomson Co., Ltd. Roy H. Thomson, Pres.	A. F. Tissington, (e-me-ce)	J. C. Peters (ne) F. Jones (sp) Mrs. J. Hodge (we)	J. B. Lamb (gm) C. E. Hodge (bm) H. B. Cowan (cm)	Neville West (ad) Miss B. Jones (cam)	D. Ridgeway (ms)
OSHAWA-WHITBY 41,545—Oshawa 7,267 —Whitby 50,842-ABC-CZ	Times-Gazette (e) (ABC) 12,510	.09	Flat (I) (CanP) (5¢, 30¢w, $15.00yearly) (Thomson Dailies (Can.), Ralph R. Mulligan (U.S.)	Times-Gazette Pubs., Ltd. T. L. Wilson, Pub.	M. M. Hood (eep)	W. F. Lindsay (ne) G. H. Campbell (sp) Mrs. J. A. Aldwincle (we)	T. L. Wilson (gm) R. Malcomson (bm) William Gaudie (cm)	T. L. Wilson (mga) George Wilson (ram)	
OTTAWA 202,045 281,908-ABC-CZ	Citizen (e) (ABC) 56,705	.20	Flat (I-L) (AP, CanP, INS, SC,) (5¢, 10¢Sat., 35¢w, $1.55mo.) (The Southam Newspapers Adv. Service Dept. (Can.), Conklin & Woodward (U.S.)	The Southam Co., Ltd. Ottawa Citizen Div. P. S. Fisher, Pres. R. W. Southam (pub)	C. J. Woodsworth (eep) Marshall Yarrow (me) W. P. Mills (ce)	E. C. Marsh (ne) T. T. Shields (sp) Mrs. Mollie Deprose (we)	James P. Kenney (gm) James Small (bm) Leo McCaffrey (cm)	Leonard W. Gates (ad) Fred C. Brede (mga) James H. Hillock (ram) V. M. Young (cam)	Leonard W. Gates (pm-apm) E. Robertson (comp. supt.) John Harris (prod. mgr)
	Le Droit (French) (e) (ABC) 26,263	.13	Flat (I) (AP. CanP, RN, France Presse) (J) (5¢, 10¢Sat. 30¢w, $1.30mo) (Own Office (Toronto), Shannon & Associates, Inc. (U. S.)	Le Syndicat d'Oeuvres Sociales, Ltee. J. A. Gratton, Pub.	C. L'Heureux (eep) C. Brown (e) J. Taillefer (ce)	Gerard Bernier (ne-Su) Marcel Fortin and Roland Desmarais (sp) Denyse Couture (we)	J. A. Gratton (gm-bm) Guy Angers (cm)	H. Edmond Lemieux (ad-mga) H. Tasse (ram) Gerard Lizotte (cam)	
	Journal (e)	61,318 .20	Flat (I-C) (CanP, AP, BUP, RN) (5¢, 10¢, Sat., 35¢w) E. A. Williams (Can.), Ward-Griffith Co., Inc. (U. S.)	The Journal Pub. Co. of Ottawa, Ltd. E. Norman Smith, Pres.-Pub.	V. M. Kipp (eep) E. Norman Smith (e) T. G. Lowrey (me) Ross Smith (ce)	J. F. Williams (ne) W. G. Westwick (sp) Jean Southworth (we)	L. A. Lalonde (bm-com) E. B. Brackenbury (cm)	T. H. Johnstone (ad) A. P. Werthner (mga) H. Creighton (ram) A. Beesley (cam)	Ivan Shaffer (apm) E. Gurman (ms)
OWEN SOUND 16,423 16,423-ABC-CZ	Sun-Times (e) (ABC) 12,371	.08	Flat (I) (CanP) (J) (5¢, 30¢w) (T. Vatcher & Co., Ltd.)	Fleming Pub. Co., Ltd. Howard Fleming, Pres. Pub.	T. Arthur Davidson (e) Wm. Dane (ce)	Eric Wesselby (sp) Mrs. S. H. Pearce (we)	C. J. McTavish (gm) Donald T. Fleming (cm)	C. B. McKenzie (ad) Mrs. Addie Cant (cam)	George Mead (ms)
PETERBOROUGH 38,272 38,272-ABC-CZ	Examiner (e) (ABC) 17,354	.11	.09 (I) (AP, CanP, TS) (5¢ 10¢Sat., 35¢w) (none)	Peterborough Examiner Co., Ltd. A. L. Davies, Pres.	Robertson Davies (eep) G. W. Craw (me) Robert Hatton (ce)	Jean Stenton (ne) Cecil Perdue (sp) Margaret Lancaster (we)	H. L. Garner (gm) S. D. Pogue (cm)	W. J. Garner (ad-cam) R. J. Garner (ram)	J. H. McCauley (ms)
PORT ARTHUR 31,161 31,161-ABC-CZ	News-Chronicle (e) 12,177	.08	Flat (I) (CanP) (J) (*) (5¢, 10¢Sat., 30¢w) (Own Offices Chicago and Detroit, Ralph R. Mulligan (New York), The Thomson Dailies (Canada)	News-Chronicle Ltd. C. B. Binder, Pub.	O. F. Young (eep) Jack Hughes (ce)	Jack Hughes (ne) Dick Elliott (sp) Mary MacLean (we)	C. B. Binder (gm) Alex Sim (cm)	John T. Howard (mga) Helen Jasou (cam)	C. B. Binder (pm) Edwin Greaves (ms)
PORT HOPE 6,548 6,548-ABC-CZ	Guide (e) (ABC) 2,032	.05	.04 (I) (BUP) (J) (5¢, 20¢w, $7.50 year) (none)	George Wilson & Son Printer & Pub. R. C. Wilson, Pub.	Mrs. R. C. Wilson (me)	Mrs. R. C. Wilson (ne) Leo Petticrew (sp)	R. C. Wilson (gm)	Douglas Saddler (ad) Mrs. Geo. Miller (ram)	
ST. CATHARINES 37,984 37,984-ABC-CZ	Standard (e) (ABC) 22.445	.10	Flat (I) (CanP BUP) (J) (5¢, 30¢w, $1.30mo) (none)	The St. Catharines Standard, Ltd. Harriet L. Burgoyne, Pres. W. B. C. Burgoyne, Pub.	F. H. Whitelock (eep-e) L. N. Smith (me) John Arnett (ce)	D. D. Smith (ne) C. E. Browne (sp) Mrs. E. Marjorie MacKay (we)	W. B. C. Burgoyne (gm-bm) H. H. Turnbull (cm)	J. Ross Bates (ad) G. H. McFarland (ram)	J. Ross Bates (pm-apm) W. E. Chadwick (ms)
ST. THOMAS 18,173 19,822-ABC-CZ	Times-Journal (e) (ABC) 10,908	.08	Flat (I) (AP, CanP, RN) (5¢ 30¢w, $1.25mo) (Edwards & Finlay, Ltd.)	Times Journal of St. Thomas Ltd. Geo. M. Dingman, Pres.-Pub.	Herbert Ramsay (eep) T. Keith (me) Hugh Agnew (ce)	N. M. McDougall (ne) N. D. Whitmore (sp) Miss G. Elliott (we)	G. M. Dingman (gm) D. G. Agnew (bm) W. J. Stewart (cm)	Eugene P. Ray (ad) Don Luton (ram) Geo. G. Dingman (cam)	Eugene P. Ray (pm-apm) Geo. M. Dingman (ms)
SARNIA 34,697 39,616-ABC-CZ	Canadian Observer (e) (ABC) 13,224	.09	Flat (I) (CanP, TS) (5¢, 30¢ w) (Thomson Dailies (Can.) Ralph R. Mulligan (U. S.)	Thomson Co., Ltd. R. H. Thomson, Pres. Tom Dwon, Pub.	T. A. Jarvis (e) H. G. MacLean (me) Lew Gloin (ce)	G. Lane (ne) F. Wheeler (sp) Mrs. Marcella Brown (we)	Tom Dwon (gm) Jack Davis (bm)	P. S. Monk (mga-ram) Mrs. A. Healey (cam)	P. S. Monk (apm) E. Diggle (ms)
SAULT STE MARIE 32,328 32,452-ABC-CZ	Star (e) (ABC) 13,676	.08	.07 (I) (CanP) (J) (5¢, 30¢ w) (none)	The Sault Star Ltd. Robert L. Curran, Pres.-Pub.	K. J. Brown (ce) John A. Curran (me) Paul Le Butt (eep)	Bob Blair (sp) Mrs. Helen Ross (we)	Robert L. Curran (gm) Wm. Dew (bm) Roy Lessard (cm)	D. M. Cohen (mga) A. McCarnen (ram)	C. H. Goodship (ms)
STRATFORD 18,785 18,785-ABC-CZ	Beacon-Herald (e) 9,704	.08	Flat (I) (CanP) (J) (5¢, 30¢ w) (none)	The Beacon-Herald of Stratford, Ltd. Chas. D. Dingman, Pres.-Pub.	R. C. Keane (eep) Chas. D. Dingman (e) T. J. Dolan (ce)	T. J. Dolan (ne) L. W. Appel (sp) Miss T. B. Macklin (we)	Chas. D. Dingman (gm) A. E. O'Loughlin (bm) W. L. Matthews (cm)	Frank A. Smith (ad-mga-ram) Mrs. M. Wilkie (cam)	Frank A. Smith (pm-apm) M. A. Robinson (ms)
SUDBURY 42,410 51,872-ABC-CZ	Star (e) (ABC) 23,925	.14	Flat (I) (CanP) (7¢, 35¢w) (T.G. Vatcher & Co. Ltd.)	Sudbury Star Publishers, Ltd. G. M. Miller, Q.C., Pres. J. R. Meakes, Pub.	R. Pitt (eep) G. Grace (e) J. R. Meakes (me) George Grace (ce)	J. Marshall (ne) D. MacIntosh (sp) Betty Meakes (we)	J. R. Meakes (gm-bm) J. P. Kirwan (cm)	J. R. Meakes (ad) R. W. Pearson (mga-ram) Mrs. C. Carmen (cam)	J. R. Meakes (pm-apm) M. H. Gibson (ms)
TIMMINS 27,383 31,143-ABC-CZ	Press (e) (ABC) 10,479	.08	Flat (C) (CanP) (5¢, 10¢ Sat., 35¢w) (Thomson Dailies (Can.), Ralph R. Mulligan (U. S.)	The Thomson Co., Ltd. R. H. Thomson, Pres.-Pub.	Gerald H. McPherson (e) T. O'Loughlin (ne)	D. McLellan (sp) B. Jelbert (we)	B. G. Shellon (gm-bm) D. Pike (cm)	J. Legault (ad) L. McLeod (cam)	H. Watson (ms)
TORONTO 675,754 1,092,101-ABC-CZ	Globe & Mail (m) (ABC) 244,391	.65	Flat (I) (CanP, AP, NYT-BUP) (DJ) (5¢) N. L. Hodges (Montreal), Shannon & Associates, Inc. (U. S.)	Globe Pub. Co. H. G. Kimber Pres.-Pub.	Oakley Dalgleish (eep) W. Thos. Munns (me) Robert Turnbull (ce)	E. C. Phelan (ne) James Vipond (sp) Mrs. Margaret Cragg (we)	E. B. Richards (bm) C. Wilkinson (cm)	W. J. J. Butler (ad) S. T. Bardal (mga-ram) Harry Outhet (cam)	James Harrison (ms)
	Star (e) (ABC) 416,796 Star Weekly (Sat.) (ABC) 900,887	.75 .75	Flat Flat (I-L)(CanP, BUP, INS, RN, UP, TS, DJ, AP, CDN) (Sat.*) (J) Daily Star (5¢, 30¢ w) Star Weekly (15¢; Ontario & Quebec 10¢) (Ward Griffiths)	The Toronto Star, Ltd. H. C. Hindmarsh, Pres.	B. H. Honderick (eep-e) J. V. Kingsburg (me) Borden Spears (ce)	T. G. Lytle (ne) George F. Rogers (ed.-mag.sect.) Milton Dunnell (sp) Elizabeth Stapleton (we)	F. L. Tate (bm) K. A. McMillan (cm-city) R. B. Cowan (cm-ctry)	W. J. Campbell (ad) W. A. Campbell (asst. ad) Walter T. Amos (mga) Geo. Slightham (mga-Star wkly) G. E. Sutton (ram) W. D. Sutherland (cam)	S. U. T. Carpenter (cl. apm) W. R. Matteson (Plant Supt.)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES —Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TORONTO —Continued	Telegram (e) 225,142	.60	Flat (I) (AP, CanP, BUP, NYHT, RN) (J) (5¢, 10¢Sat., 30¢w) John Weir (Montreal) O'Mara & Ormsbee, Inc. (New York) etc.	Ltd. John Bassett, Jr., Pub. & Chairman W. J. Buckland, Pres. J. D. MacFarlane, V.P., Exec. Ed. D. S. Perigore, V.P., Man. Dir.	B. T. Richardson (e).. A. W. J. Buckland (ed. in chief) A. L. Cole (ce) E. R. McCall (me)	C. T. Nichols (ne)..... R. W. Hewitson (sp) Miss Helen Allen (we)	R. J. Potts (cm) ..... G. V. Ashworth (com-treas.)	J. M. Taylor (ad.mgr).. F. H. Silman (cam) C. J. Funston (ram) John B. Stark (nam)	S. J. A. Mason (pm) D. Grieve (apm) C. J. Prater (ms)
WELLAND-PORT COLBORNE.. 15,382 — Welland 12,170 — Port Colborne 27,552-ABC-CZ	Tribune (e) 13,858	.09	Flat (I) (CanP) (5¢, 30¢w) (Thomson Dailies (Can.), Ralph R. Mulligan (U. S.)	The Thomson Co., Ltd. H. J. Foster, Pub.	T. N. Morrison (me).. Peter Pylypiw (ce)	Gerald Mulligan (sp) .... Mrs. T. McCarthy (we)	J. P. Dawdy (gm)..... John Swords (cm)	R. B. Renaud (ad)..... Nan Simpson (cam)	.....
WINDSOR..... 120,049 157,672-ABC-CZ	Star (e) 73,950	.25	Flat (I) (AP, RN, CanP, UP) (J) (5¢, 30¢w, $1.30mo) Shannon & Associates, Inc.)	The Star Pub. Co. of Windsor, Ltd Hugh A. Graybiel, Pres. Pub.-G. M.	John Marshall (eep)... W. L. Clark (e) W. H. Vaughan (me) R. M. Pearson (ce)	Norman Hull (ne)..... Douglas Vaughan (sp) Clarice Tapson (we)	Hugh A. Graybiel (gm).... Richard A. Graybiel (ass. gm) E. H. Thistlewaite (bm) C. E. Traunicek, (assoc. bm)	Floyd D. Galbraith (ad-mga) Wm. M. Hunter (ram) Frank J. Taggart (cam)	William F. Viveash (pm) J. F. Braddock (ms) J. A. Kates (Plant Engineer)
WOODSTOCK-INGERSOLL..... 15,544—Woodstock 6,524—Ingersoll 22,068-ABC-CZ	Sentinel-Review (e) 8,839	.08	Flat (I) (AP, TS, CanP)(5¢ 30¢w) Thomson Newspapers (Can.) Ralph R. Mulligan (U. S.)	Thomson Co., Ltd..... R. H. Thomson, Pres.-Pub.	A. Burman (eep-e-me) E. Timmerman (ce)	L. Stewart (ne)..... J. McKay (sp) J. McCarn (we)	C. O. Pickrem (gm-bm) W. Westlake (cm)	D. McPhail (mga-ram) Carol Gaynor (cam)	C. O. Pickrem (pm-apm) R. Johnson (ms)
PRINCE EDWARD ISLAND									
CHARLOTTETOWN .. 15,887 15,887-ABC-CZ	Guardian (m) 13,674	.09	Flat (CanP) (J) (5¢, 30¢w) (The Thomson Co. Ltd., 44 King St. W., Toronto. Ralph R. Mulligan, U.S.A.)	Charlottetown Guardian (Div. The Thomson Co., Ltd.) Ian A. Burnett, Mgr.	Ian A. Burnett (e)	.....	.....	.....	.....
	Patriot (e) 5,146	.06	.05 (I-Li) (CanP) (J) (3¢) (none)	Patriot Pub. Co..... Hon. F. R. Heartz, Pres. W. A. Gaudet, Pub.	N. A. Matheson (eep-e-me) C. J. Mitchell (ce)	N. A. Matheson (ne) ..... P. J. Callaghan (sp) Marion Macmillan (we)	W. A. Gaudet (gm-bm).... Marion Macmillan (cm)	Marion MacMillan (ad-mga-ram-cam)	J. Coyle (ms)
QUEBEC									
CHICOUTIMI.....	Le Progrès du Saguenay 6,956	.08	Flat (E. A. Williams, ... Toronto and Montreal)	Imprimerie du Saguenay J. Girard, Pres. P. Cosgrain, Pub.	G. H. Dogneau (e).....	C. M. Deschenes (ne) ...	J. M. Cremblay (com)	A. Gerin-Lajoie (ad)....	.....

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TOUT PAR L'IMAGE

266,329—latest ABC report, year ending Mar. 31, 1954

LE PETIT JOURNAL
Au Service du Public

126,738—latest ABC report, year ending Mar. 31, 1954

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GRANBY 21,989 21,989-ABC-CZ	La Voix de l'Est (French) (e) 5,140	.08	Flat	(I-L) (CanP) (J) (5¢, 30¢w) (E. A. Williams (Can.)	La Voix de l'Est Limitée Dr. P. A. Leduc, Pres. Aime Laurion, Pub.	Rolland Gagné (eep) Noel Menard (ce)	Bernard Brodeur (sp) M. A. Robadey (we)	Aime Laurion (gm-bm) Henri Champagne (cm)	Rolland Mallette (ad)	Aurèle Breton (ms)
MONTREAL 1,021,520 1,395,400-ABC-CZ	Le Devoir (m) 28,003	.12	Flat	(I) (CP) (5¢)	L'Imprimerie Populaire Litée. Gerard Filion, Pres. Gerard Filion, Pub.	Gerard Filion (eep) Gerard Filion (me) J. M. Laliberté (ce)	J. M. Laliberté (ne) Xiste Narbonne (sp) Miss Germaine Bernier (we)	Arthur Lefebvre (gm) G. Baillargeon (cm) A. Lefebvre (com)	Marcel Payette (ad)	Paul Cadieux (pm) N. Lacas (ms)
	Gazette (3) (m) 85,343	.22	Flat	(I-C) (AP, CanP, NYT, RN, ONA) (5¢, 30¢w) (J) (John F. Evans (Toronto), F. A. Smyth (England) Gilman, Nicoll & Ruthman (U. S.)	Gazette Ptg. Co., Ltd. John Bassett, Pres.-Pub.	Charles H. Peters (eep-e) Harry J. Larkin (me) W. Christopherson (ce) E. A. Collard (e)	Alan Randal (ne) Dink Carroll (sp) Miss Irene Cains (we)	Harry J. Larkin (bm) Louis T. Colvey (cm)	Allan B. Wilgar (ad) La McCraig (mga) G. O. Crockett (ram) J. Henderson (cam)	Richard S. White (pm-apm) William Mitchell (ms)
	Herald (e ex Sat.) 38,873	.15	Flat	(I) (CanP, INS) (5¢, 30¢w) (W. H. Austin & Co. (Toronto)	Montreal Star Co., Ltd.	R. C. Hanson (e-me) Wm. Wilson (ce)	Edw. Barrett (ne) Vince Lunny (sp)	A. E. Whiting (gm) F. J. Corbett (cm)	J. O. Fox (ad-mga-ram)	J. R. Colby (pm) D. H. Parker (ms)
	Saturday edition (Sat.) 19,384	.15	Flat							
	Montreal-Matin (French) (m ex Sat.) 65,363	.15	Flat	(I) (BUP, TS) (J) (5¢) (Allin Associates (Toronto)	Federation des Journalistes Canadienne, Inc. Charles Bourassa, Pub.	Joseph Bourdon (e)	C. Verdon (ne) J. Beauchamp (sp)	Ray Bourassa (bm) L. Hotte (cm)	J. De Serres (mga)	A. Bessette (ms)
	Saturday edition (Sat.) 47,891	.....	.....							
	(La) Patrie (French) (e ex Sat.) 15,383	.10	Flat	(I) (CanP, BUP, AP) (*S) (J) (5¢, 10¢S, 30¢w, 40¢w-d&S) (Hugh Rose & Dean Vaughen (Toronto), Ralph R. Milligan, (U. S.)	La Patrie Pub. Co. Ltd. Hon. R. P. DuTremblay, Pres. Roland Dubois, Pub.			Hon. P. R. Du Tremblay (gm) Roland Dubois (bm) O. L. Bourque (cm)	R. G. Peddie (ad)	
	Saturday edition (Sat.) 28,405	.12	Flat							
	Sunday edition (S) 271,836	.40	Flat							
	Saturday and Sunday (Sat.-Sun.) 300,241	.45	Flat							
	(Le) Petit Journal (French) (S) 258,378	.45	Flat	(I) (BUP, CDN, CT-NYN, INS, NYHT, ONA, TS, UP) (10¢ S) (McGoey Bros.)	Le Petit Journal, Inc. R. Maillet, Pres.	F. Denis (eep) Pierre-Paul Lafortune (me) Paul Rochon (ce)	Pierre Gascon (ne-Su) C. Mayer (sp) Thérèse Boivin (we)	Jean Archambault (cm)	J. Laurent Leduc (ad) A. E. Baillargeon (mga)	J. L. Leduc (apm) A. Charbonneau (ms)
	(La) Presse (French) Canadian Edition (e ex Sat.) 230,380	.55	.45	(5¢) (S. L. Rees (Toronto), Shannon & Associates Inc. (U. S.)	La Compagnie de Publication de la Presse, Ltee. Hon. P. R. Du Tremblay, Pres.	Eugene Lamarche (me) Herve Major (ce)	Marcel Desjardins (sp) Gilberte Roby (we)	Hon. P. R. Du Tremblay (gm) J. O. Chatel (cm)	J. P. Hogue (ad) Lucine Poirier (mga) J. A. Locas (ram) P. Bircher (cam)	Lucien Poirier (apm) R. Lionais (gen. super.)
	Saturday edition (Sat.) 260,021	.55	.45							
	U. S. A. Edition (e ex Sat.) 5,918	.10	Flat							
	Saturday edition (Sat.) 5,919	.10	Flat							
	Total Circulation (e ex Sat.) 236,298	.60	.50							
	(Sat.) 265,940	.....								
	Star (1) (e ex Sat.) 154,902	.38	Flat	(I) (CanP, AP, BUP, NYHT, RN, UP) (5¢ 10¢Sat., 35¢w, $1.50 mo) J. Bannon (Toronto), O'Mara & Ormsbee, Inc. (U.S. A. Representatives)	Montreal Star Co., Ltd. John G. McConnell, Pres.	George V. Ferguson (e) Kenneth S. Edey (me) Richard H. Haviland (ce)	Dermot O'S. Baker (ne) Harold Atkins (sp) Harvey O. Higgins (we)	R. L. Brown (gm) W. F. C. Keyton (cm)	Eric M. Wilson (ad) Mrs. D. Bruneau (cam)	W. S. Eager (apm) D. H. Parker (ms)
	Saturday edition (Sat.) 172,389	.41	Flat							
QUEBEC 164,016 270,704-ABC-CZ	Chronicle-Telegraph (e) 5,630	.08	Flat	(P-C) (AP, CanP, RN) (*Sat.) (J) (5¢, 10¢ Sat., 30¢w, $1.25mo) (Thomson Dailies (Can.) Ralph R. Mulligan (U.S.)	Quebec Newspapers, Ltd. C. G. Dunn, Pres.-Pub.	Owen Channon (e) K. Stewart (ce)	Louis Fusk (sp) Florence McGrath (we)	J. H. Monagham (gm-bm) Geo. Mountain (cm)	Austin Primeau (ad) G. Beerworth (mga) Mrs. M. Roach (cam)	Harold Murray (ms)
	L'Action Catholique (French) (e) 72,489	.22	Flat	(I) (BUP) (J) (5¢) (Douglas McPhee)	L'Action Sociale, Ltee. J. O. Chalitour, Pres. P. E. Gosselin, Pub.	L. P. Roy (eep) M. Allaire (ce)	H. Duberger (ne) J. T. Perron (Su) L. A. Frenette (sp) Miss F. L. Roy (we)	E. Castonguay (gm) J. R. Delisle (cm)	L. P. Vesina (mga-ram-cam)	
	L'Evenement-Journal (French) (m) 11,096	.....		(I-L) (AP, CanP, RN) (5¢, 25¢w) (Albert H. Toppin (Toronto), Gilman, Nicoll & Ruthman (U.S.)	Le Soleil, Ltee. Lt. Col. Oscar Gilbert Pres.	J. E. Barnard (e) I. Masson (me) A. Renaud (ce-S) P. Lemieux (ce-EJ)	Alfred Renaud (ne-S) P. Lemieux (ne-EJ) Irene Masson (Su) M. Sabourin (sp-EJ) M. Bourassa (sp-S) Miss G. Bundock (we-S) Miss M. Duval (we)	A. F. Mercier (gm) R. d'Anjou (cm)	A. H. Toppin (ad-mga) A. Morisset (cam)	D. Emond (ms)
	Le Soleil (French) (e) 110,780	.....								
	Combined daily (me) 121,876	.33								
SHERBROOKE 50,543 53,438-ABC-CZ	(La) Tribune (French) (e) 24,486	.11	Flat	(I) (CanP, TS) (J) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	La Tribune, Ltee. Hon. Senator Jacob Nicol, Pres.-Pub.	L. P. Robidoux (eep) J. M. Denault (ce)	Jean Chartier (sp) Miss Rolande Allard (we)	Alphee Gauthier (gm) J. W. Stebenne (bm) Gaston Theriault (cm)	A. H. Toppin (mga) F. Vaillancourt (ram) Miss A. Bedard (cam)	
	Record (e) 8,460	.09	.07	(I) (CanP) (5¢, 25¢w, $1mo) (none)	Sherbrooke Daily Record Co., Ltd. John Bassett, Pres. John Bassett, Jr., Pub.	Cuthbert Jones (eep) Cuthbert Jones (me)	Cuthbert Jones (ne) L. E. O'Donnell (sp) Miss F. Mullins (we)	Ivan W. Saunders (mngng. dir.-bm) Norman Nicholl (cm)	Walter H. Wood (mga) Robert Butler (ram)	Frank P. Kenalty (ms)
TROIS RIVIERES 46,074 65,217-ABC-CZ	(Le) Nouvelliste (French) (e) 28,907	.13	Flat	(I) (CanP)(J) (5¢, 30¢ w) (Albert H. Toppin (Toronto), Gilman, Nicoll & Ruthman (U. S.)	Nouvelliste, Inc. Senator Jacob Nicol, Pres. Honore Dansereau, Pub.	Hervé Biron (me)	Armand Martel, Jacques Laberge (sp) Miss France Boucher (we)	Raymond Delbé (gm)	Fernond Gagnon (ram) Miss M. A. Doyon (cam)	Albert Dubois (ms)

SASKATCHEWAN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOOSE JAW 24,355 24,355-ABC-CZ	Times-Herald (e) 9.273	.08	Flat	(I) (AP, TS, RN, CanP) (*S) (5¢, 10¢Sat., 35¢ w) (Thomson Dailies (Can.) Ralph R. Mulligan (U. S.)	Moose Jaw T-H Ltd. Allan Holmes, Pres.	F. J. Workman (eep-e) R. Brownridge (me-ce)	G. Haughey (ne) Murray Brown (sp) Mrs. C. Topper (we)	Wm. J. Hancox (gm) R. Jensen (cm)	Wm. J. Hancox (ad-mga) J. W. Hatton (ram-cam)	Wm J. Hancox (apm) J. L. Hammond (me)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF CANADIAN DAILIES—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 23	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
PRINCE ALBERT 17,149 17,149-ABC-CZ	Herald (e) (BC) 6,316	.07		Flat (I) (AP, RN, CanP) (J) (5¢, 10¢Sat., 35¢w) (Thomson Dailies (Can.) Ralph R. Mulligan (U. S.)	Prince Albert Pub., Ltd. Allan Holmes, Pres.	Colin McConechy (e-me)	Nestor Hryciak (ne) D. Wilson (sp) Miss M. Moltke (we)	R. H. Robichaud (gm-bm) A. Wizinsky (cm)	John Miles (ad-mgaram) V. Sheffield (cam)	John Miles (pm-apm) Gordon Gillies (ms)
REGINA 67,696 71,319-ABC-CZ	Leader-Post (e) (BC) 44,937	.15		Flat (I-L) (AP, CanP, BUP) (5¢, 30¢w) (Wm. Houston (Toronto), Henry De Clerque, Inc. (U.S.) S. McIlwaine, London, Eng.	The Leader-Post, Ltd. Clifford Sifton, Pres.	D. B. Rogers (e) Wm. Thomson (me) Bruce Peacock (ce)	T. Melville (sp) Dorothy Pechey (we)	P. B. Keffer (gm-bm) Adam Thomson (cm)	Albert Hulme (ad-mga)	Roy K. Denby (ms)
SASKATOON 53,268 54,597-ABC-CZ	Star-Phoenix (e) (BC) 36,213	.14		Flat (I-L) (AP, RN, CanP) (5¢, 30¢w) (Wm. Houston (Toronto) Henry DeClerque, Inc. (U. S.)	Saskatoon S-P, Ltd. Clifford Sifton (Toronto), Pres. R. M. Cantion, Pub.	E. Knowles (e) S. H. Erickson (ce)	P. V. Wade (ne) C. H. McKenzie (sp) E. M. Gould (we)	R. M. Cantion (gm) J. K. McCullagh (cm)	Norman Paterson (mgaram-cam)	D. H. M. Tracey (ms)

EXPLANATION OF SYMBOLS, PAGE 23. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

Question:

WHAT DO THEY HAVE IN COMMON?

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Others Employed by Newspapers
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Advertising Agents and Their Employees
Newspaper Representatives and Their Employees
Periodicals and Their Employees
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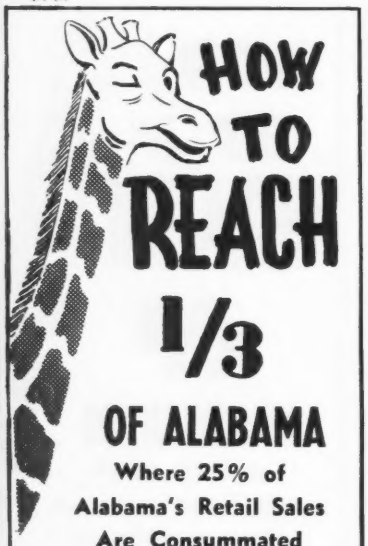
SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ALABAMA

ANNISTON (Ala.), ANNISTON STAR (e) (S)
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Industrial (Apr.); School (Aug.); Fashion (Sept.); Farm (Feb.).
No Editions: Christmas.
Radio Station Affiliation: WHMA (Separate Corp.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Worth Wilkerson
Columnists—Paul Cox; Cody Hall
Editorial Writers—H. M. Ayers; Wilfred Galbraith; Dr. Geo. Lang
Farm—Sam Jones
Fashion—Cornelia Alston
Picture Editor—Taylor Smith
Society—Mrs. J. R. M. Alston

BIRMINGHAM (Ala.), POST-HERALD (m); NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Progress & Finance (Dec.).
Magazine Section Carried: "This Week."
Radio Station Affiliation: WAPI and WAPI-FM.
Television Station Affiliation: WAFM-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Cummins (m); Richard Peacock (e) (S)
Aviation—Don Cummins (m); Richard Peacock (e) (S)
Book—J. F. Rothermel (e) (S)
Business-Financial—Don Cummins (m); Robert Kincey (e) (S)
Cartoonists—Phil Neal (m); Hubert Harper & Charles Brooks (e) (S)
Church—Claude Keathley (m); Loraine Alexander (e) (S)
Columnists—John Temple Graves; Don Cummins & Fred Woodress (m); Walling Keith & Henry Vance (m) (S)
Editorial Writers—Jas. Mills (m); McClellan Van Der Veer; J. F. Rothermel, E. L. Holland & Martin Kruskopf.
Education—Jane Aldridge (m); Alice Murphy (e) (S)
Farm—Miles Denham (m); Tommy Hill (e) (S).
Fashion—Floy Seals (m); Lila Lee Hillhouse
Food—Betty Rice (m); Margaret Dillon (e) (m) (S)
Garden—W. Elbridge Freeborn (e) (S)
Librarian—Audrey House (e) (S)
Motion Picture-Theatrical—Fred Woodress (m); Lily May Caldwell (e) (S)
Music—Fred Woodress (m); Lily May Caldwell (e) (S)
Photo. Dept. Mgr.—Jim Robbins (m); Roy Carter (e) (S)
Radio-Television—Fred Woodress (m); Lily May Caldwell (e) (S)
Real Estate—Don Cummins (m); Richard Peacock (e) (S)
Travel—Jimmy Couey (e) (S)
Society—Floy Seals (m); Alyce Billings Walker (e) (S)



Where 25% of Alabama's Retail Sales Are Consummated
The Hub of which is
Montgomery
Alabama's Capital City
City Pop. 116,000
Met. Pop. 142,000
DAILY CIRCULATION 78,211
Sell the capital part of Alabama with intensive coverage through 13 counties in a retail trade zone in excess of 500,000 people.
SCHEDULE THE
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING • EVENING • SUNDAY
Represented by Kelly-Smith Co.

DECATUR (Ala.), DAILY (e) (S)
Run-of-paper Color Advs.: Up to 2 colors. Any day.
Advs. Not Accepted: Liquor; mail orders in competition with local merchants.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jack Walden
Columnist—Phillip Kyle
Editorial Writer—Barrett C. Shelton
Farm—H. M. Layman
Food—Elizabeth D. Sandlin
Motion Picture-Theatrical—Milton Reim
Photo. Dept. Mgr.—W. O. Smith Jr.

DOTHAN (Ala.), EAGLE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer.
Annual Special Editions: Farm (Feb.); Christmas; Back To School; Home Appliance.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food pages and recipes Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Abby Ellard
Columnists—Ed Driggers; Doug Bradford
Editorial Writers—Horace Hall; Nat C. Faulk
Farm—Ed Driggers
Fashion—Mrs. Lois Hall
Food—Miss Abby Ellard
Society—Mrs. Lois Hall

FLORENCE-SHEFFIELD TUSCUMBIA-MUSCLE SHOALS CITY (Ala.), TIMES (e); TRI-CITIES DAILY (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Mail order; out of state help wanted.
No Editions: Christmas.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis A. Eckl (T) (D)
Aviation—Louis A. Eckl (T) (D)
Book—Louis A. Eckl (T) (D)
Business-Financial—Louis A. Eckl (T) (D)
Church—Ben Knight (T) (D)
Editorial Writer—Louis A. Eckl (T) (D)
Education—Louis A. Eckl (T) (D)
Farm—Ben Knight (T) (D)
Fashion—Nell Cheney (T); Sue Nathan (D)
Food—Ben Knight (T) (D)
Garden—Ben Knight (T) (D)
Librarian—Louis A. Eckl (T) (D)
Motion Picture-Theatrical—Louis A. Eckl (T) (D)
Music—Louis A. Eckl (T) (D)
Photo. Dept. Mgr.—Sam Edwards (T) (D)
Picture Editor—Ben Knight (T) (D)
Radio-Television—Louis A. Eckl (T) (D)
Real Estate—Bill Backvold (T) (D)
Travel—Louis A. Eckl (T) (D)
Society—Nell Cheney (T); Sue Nathan (D)

GADSDEN (Ala.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. & Sun.
Advs. Not Accepted: Mail Order (Retail).
Split Run Advertising: Every-other Paper.
Special Editions: Industrial (Apr.); New in Shoes (Apr. & Sept.); Cook Book (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Francis Underwood
Business-Financial—Charles Ryan
Church—Francis Underwood
Editorial Writer—Carl Hofferbert
Fashion—Francis Underwood
Food—Francis Underwood
Music—Francis Underwood
Photo. Dept. Mgr.—Tony Reynolds
Picture Editor—Charles Ryan
Society—Virginia Stevens

HUNTSVILLE (Ala.), TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. 3-day leeway required.
Advs. Not Accepted; Alcoholic beverages.
Special Editions: Farm Tabloid Section (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WHBS and WHBS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy M. Buchanan
Business-Financial—Will Mickle
Church—Levonne Reeves
Editorial Writers—Reese T. Amis; Will Mickle
Farm—Mrs. Martha Witt Smith
Fashion—Mrs. Sara Baker
Radio-Television—J. F. Neal
Society—Mrs. Sara Baker

MOBILE (Ala.), REGISTER (m); PRESS (e); PRESS REGISTER (S)
Run-of-Paper Color Advs.: Yes. Daily.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages (Sun.).
Food and/or Household Dept.: Daily food columns.
Radio Station Affiliation: WABB-AM and FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ben Muth (S)
Aviation—Vivian Cannon (m) (e) (S)
Books—John Fay (m) (e) (S)
Church—Sybil Wright (e) (S)
Columnists—Mike McEvoy (m); Ed Davis (S)
Editorial Writers—C. A. Ward (m) (S); Tip Mathews (e) (S)
Education—John Will (m) (e) (S)
Farm—Ford Cook (m) (S); Tip Mathews (e)
Fashion—Cornelia Turner (m) (e) (S)
Food—Bee Cooper (m) (e) (S)
Garden—Lou Costa (S)
Librarian—Dorothy Wilkins (m) (e) (S)
Motion Picture-Theatrical—Tommye Dunigan (S)
Music—John Fay (m) (e) (S)
Photo. Dept. Mgr.—Billy Lavendar (m) (e) (S)
Radio-Television—Vivian Cannon (m) (e) (S)
Real Estate—Maurice Castle (m) (e) (S)
Society—Cornelia Turner (m) (e) (S)

MONTGOMERY (Ala.), ADVERTISER (m); JOURNAL (e); ADVERTISER-JOURNAL (S)
Run-of-paper Color Advs.: Up to 4 colors. Any day.
Split Run Advertising; (m) (e) Every-other-paper.
Special Editions: Gardening (Feb.); Spring Fashions (Feb.); Back to School (Aug.).
Food and/or Household Dept.: Food Section Published Every Thursday (e), Friday (m).
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Book—Mrs. W. J. Mahoney, Jr.
Church—E. A. Shellnut
Columnist—Sam Adams
Editorial Writers—C. M. Stanley; Fields Varner
Farm—E. A. Shellnut
Fashion—Catherine Tyson
Food—Guyton Parks
Librarian—Mrs. Mary Lee Chestnut
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo. Dept. Mgr.—Furman Furlong
Picture Editor—E. A. Shellnut
Radio-Television—Bob Hugger
Travel—W. J. Mahoney, Jr.
Society—Catherine Tyson
DEPARTMENTAL EDITORS and/orMANAGERS (m) & (S)
Book—Mrs. W. J. Mahoney, Jr.
Church—Joe Azbel
Columnists—Stuart X Stephenson; Burns Bennett; Joe Azbel, Max Moseley
Editorial Writers—Grover Hall, Jr.; J. Fred Thornton; William McDonald
Farm—Stuart X Stephenson
Fashion—Phylis Kraus
Food—Guyton Parks
Garden—Bob Hugger
Librarian—Mrs. Mary Lee Chestnut
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo. Dept. Mgr.—Furman Furlong
Picture Editor—Bob Hugger
Radio-Television—Bob Hugger
Travel—W. J. Mahoney, Jr.
Society—Phylis Kraus

MONTGOMERY (Ala.), EXAMINER (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Frank Spangler
Church—Alex Thomas
Columnist—Geoffrey Birt
Editorial Writer—Charles G. Dobbins
Society—Mary Graeme Dobbins

SELMA (Ala.), TIMES JOURNAL (e) (S)
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. F. T. Raiford
Church—Eunice Apperson
Editorial Writers—Edward B. Field
Education—C. W. Wynn
Farm—Arthur A. Capell
Motion Picture-Theatrical—E. Apperson
Music—E. Apperson
Photo. Dept. Mgr.—Harold Gibson
Picture Editor—Mrs. C. W. Wynn
Society—Eunice Apperson

TALLADEGA (Ala.), HOME (e)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas; New Years; July 4th; and Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. L. Wallis
Editorial Writers—Tom Abernethy; J. L. Wallis

TROY (Ala.), MESSENGER (e); HERALD (S)
Advs. Not Accepted: Medical—out of town treatment.
Special Editions: Clean-Up Ed. (May); Farm Edition (Feb.); College Edition (Sept.), Electrical Ed. (July); Forestry Edition (Sept.); Building Page (Mondays).
No Editions: July 4th; Christmas.
Magazine Section Carried: This Month In Rural Ala. (S).
Food and/or Household Dept.: Food Section - Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Clyde Serfustini
Columnist—Raiford Key
Editorial Writer—Glenn Jones
Education—Clyde Serfustini
Farm—Glenn Jones
Fashion—Clyde Serfustini
Food—Clyde Serfustini
Society—Clyde Serfustini

TUSCALOOSA (Ala.), NEWS (e) (S)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: (e) Christmas Greetings (Dec.); Farm Year Book (Feb.); Vacation Edition (May).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Bob Kyle (S)
Editorial Writers—Buford Boone (e) (S); Norman Bassett (e) (S)
Photo. Dept. Mgr.—Calvin Hannah (e) (S)
Society—Mrs. Mildred Coughlin (e) (S)

ALASKA

ANCHORAGE (Alaska), TIMES (e)
Special Editions: Spring Fashions (Apr.); Fall Fashions (Aug.); Fur Rendezvous (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tyler Clark
Aviation—Tyler Clark
Book—Lu Ausman
Business-Financial—Fritz Pumphrey
Cartoonist—Jane Hafling
Church—Lu Ausman
Columnists—Tyler Clark; John Small
Editorial Writer—Robert B. Atwood
Education—John Small
Farm—John Small
Fashion—Lu Ausman
Food—Lu Ausman
Garden—Lu Ausman
Librarian—Lu Ausman
Motion Picture-Theatrical—Gloria Fischer
Music—Lu Ausman
Photo. Dept. Mgr.—Gordon Henning
Picture Editor—Gordon Henning
Radio-Television—Tyler Clark
Real Estate—Fritz Pumphrey
Travel—Tyler Clark
Society—Lu Ausman

FAIRBANKS (ALASKA), FAIRBANKS DAILY NEWS-MINER (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Progress Edition (Nov.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KFAR
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James Leveque
Church—Ellen Whitcher
Editorial Writers—John J. Ryan; Kay J. Kennedy
Fashion—Ellen Whitcher
Food—Ellen Whitcher
Librarian—Sally Broberg
Picture Editor—James Douhit
Society—Ellen Whitcher

JUNEAU (Alaska), EMPIRE (e ex. Sat) (S)
Split Run Advertising: Yes.
Special Editions: Salmon Derby (July); Industrial (Aug.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Henning
Aviation—Robert Henning
Book—Dorothy Pegues
Church—Dorothy Pegues
Editorial Writer—Helen Monsen
Education—Dorothy Pegues
Fashion—Dorothy Pegues
Food—Dorothy Pegues
Garden—Dorothy Pegues
Motion Picture-Theatrical—Robert Kederick
Music—Robert Kederick
Photo. Dept. Mgr.—Guy Asher
Picture Editor—Robert Kederick
Radio-Television—Robert Kederick
Real Estate—Robert Henning
Travel—Robert Kederick
Society—Dorothy Pegues

KETCHIKAN (Alaska), NEWS (e)
Advs. Not Accepted; Lonely Hearts material.
Special Editions: Fishing Derby (Mar. 1st).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Patricia Charles
Business-Financial—Gene Brice
Fashion—M. J. Flood
Food—M. J. Flood
Photo. Dept. Mgr.—Paul Saari
Society—Marian Dichtel

SITKA (ALASKA), SENTINEL (e)
Advs. Not Accepted: Some patent medicine.
Annual Special Editions: Christmas (Dec. 24); Alaska Day (Oct. 18).
No Editions: New Years; Thanksgiving; Washington's Birthday; July 4th; Christmas; Labor Day; Memorial Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Harold A. Veatch
Editorial Writers—Harold A. Veatch
Fashion—Ernestine C. Veatch
Society—Ernestine C. Veatch

ARIZONA

BISBEE (ARIZ.), DAILY REVIEW (m) (S)
Special Editions: Spring Style, (May); Graduation, (May); Get Ready for 4th, (June); Back to School, (Aug.); Fall Fashion, (Sept.); Christmas Shopping, (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Folsom Moore

DOUGLAS (Ariz.), DISPATCH (e) (S)
Split Run Advertising: Geographically.
Special Editions: School (Aug.); Fair (Sept.).
No Editions: Christmas.
Food and/or Household Dept: Daily food column; Thurs. food pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hatt
Aviation—Roger Skophammer
Book—J. Newell Johnston
Editorial Writer—J. Newell Johnston
Food—Betty W. Johnston
Photo. Dept. Mgr.—Charley W. Buster
Picture Editor—Charley W. Buster
Society—Betty W. Johnston

MESA (Ariz.), TRIBUNE (e ex. Sat)
Special Editions: Back to School (Aug.); Dollar Days (Apr.) (Oct.); Treasure Hunt (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Food (Homemakers) Page (Thursday)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry H. Grosvenor
Aviation—Jerry H. Grosvenor
Book—Bernard M. Mergen
Business-Financial—Bernard M. Mergen
Cartoonists
Church—Ann Miller
Columnists—Bernard Mergen; General Chris Fluhr
Editorial Writers—Bernard M. Mergen; D. W. Calvert
Education—Bernard M. Mergen
Farm—Bernard M. Mergen
Fashion—Ann Miller
Food—Ann Miller
Garden—Ann Miller
Motion Picture-Theatrical—Bernard Mergen
Music—Ann Miller
Picture Editor—Bernard Mergen
Radio-Television—J. V. Stone
Photo. Dept. Mgr.—J. V. Stone
Real Estate—G. H. Grosvenor
Travel—Jerry H. Grosvenor
Society—Ann Miller

(Continued on page 176)

to increase sales . . . and decrease costs

advertise more in NEWSPAPERS in '55

because . . .

1. ONLY NEWSPAPERS reach all your customers – no other medium can blanket the nation, market by market, with such DEPTH of coverage and penetration and

2. ONLY NEWSPAPERS are completely flexible – giving penetration *and* selection, allowing you to control and direct your advertising DOLLAR to fit exactly your distribution and sales problems and patterns and –

3. ONLY NEWSPAPERS can effectively merchandise your campaign. Your own local broker, distributors, wholesalers, dealers or retailers want the complete, local merchandising that newspapers alone can give because it means SUPPORT for them at their own front door. Top merchants throughout the country PREFER local newspaper advertising support.

4. ONLY NEWSPAPERS can give you real local impact every day in every city. Practically every American family wants to READ about local news, local sports, local business, local products. No other medium is so close, both in news and advertising, to each local citizen.

5. ONLY NEWSPAPERS can give you all the above at lowest cost . . . because in newspapers *all* your advertising dollar is spent building up your product, not building an entertainment star. Only in newspapers are people looking for and desiring news and advertising, instead of entertainment, every day. Also, newspaper advertising costs have increased very little, the least of all major media.

All advertising media are good . . . but Newspaper advertising is best

ADVERTISE MORE IN NEWSPAPERS IN 1955

Published in the interest of all Newspapers

Moloney, Regan & Schmitt

Representing Newspapers Only

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ARIZONA—Cont'd

(Continued from page 174)

PHOENIX (Ariz.), ARIZONA REPUBLIC (m) (S); GAZETTE (e)
Run-of-Paper Color Advs.: Process color in letter press magazine (S).
Split Run Advertising: Geographically. Every-other Paper.
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Dedera (m) (S)
Aviation—Al Leach (m) (S)
Book—Josephine Davidson (m)
Business-Financial—William Pomeroy (e)
Cartoonists—Kearney Egerton; Reg Manning (m) (S); Ray Artigue (e); Gee Tee Maxwell (e)
Church—Lou Ellen Gatlin (S); Esther Clark (e)
Columnists—Ben Avery (m) (S); Maggie Wilson (m) (S); Claiborne Nuckolls (m) (S); Arnott Duncan (m); Bert Fireman; Bill Turnbow; Bobbie Johnston; Della Martin
Editorial Writers—Don Urry; Morgan Monroe (e); Frederic S. Marquardt (m) (S); Tom Kelland
Education—Roger Lewis (m) (S); Bob Lord (e)
Farm—Bill King (S); C. M. McMillen (e)
Fashion—Moyca Bates (m) (S); Margaret Savoy (e)
Food—Mary Frances Fuqua (m) (S); Margaret Savoy (e)
Garden—Mary Thomas (m) (S); Jan Fuller Wald (e)
Librarian—Mary Hessian (m) (e) (S)
Motion Picture-Theatrical—Maggie Wilson (m) (S); Bobbie Johnston (e)
Music—Josephine Davidson (m) (S); Miles Dresskell (e)
Photo. Dept. Mgr.—Ivan Mashek (m) (e) (S)
Picture Editor—Jerry Eaton (m) (S); Ron Jagger (e)
Radio-Television—Maggie Wilson (m) (S); Bobbie Johnston (e)
Real Estate—Henry Fuller (m) (S); Lloyd Clark (e)
Society—Moyca Bates (m) (S); Maggie Savoy (e)

PRESCOTT (Ariz.), COURIER JOURNAL* (m); COURIER (e)
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Williams
Book—Irma Rutherford
Columnist—W. P. Stuart
Editorial Writers—W. P. Stuart; Ralph Williams
Education—Ralph Williams
Farm—Archibald Sutton
Fashion—Della T. Stuart
Food—Della T. Stuart
Garden—Della T. Stuart
Librarian—Irma Rutherford
Motion Picture-Theatrical—Lucille Williams
Music—Karleen Kohl
Photo. Dept. Mgr.—Gary L. Knoll
Picture Editor—Ralph Williams
Radio-Television—George A. Coennen
Real Estate—Ralph Williams
Travel—Lucille Williams
Society—Della T. Stuart
*Courier Journal is the morning pre-date edition of Evening Courier.

TUCSON (Ariz.), STAR (m); CITIZEN (e); STAR (S)
Run-of-Paper Color Advs.: 1 color. Every day except Sun. Space limited. Check before setting dates.
Annual Special Editions: Rodeo (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Book—Richard Olson
Church—S. C. Warman
Editorial Writers—Paul McKalip
Fashion—Mrs. Betty Milburn
Food—Mrs. Betty Milburn
Garden—Miss Dianne Moore
Librarian—Mrs. Anne Ross
Motion Picture-Theatrical—Richard Olson
Music—Richard Olson
Photo. Dept. Mgr.—Bernie Sedley
Picture Editor—Bernie Sedley
Radio-Television—Richard Olson
Real Estate—Miss Dianne Moore
Society—Mrs. Betty Milburn
DEPARTMENTAL EDITORS and/or MANAGERS (mS)
Book—Roger O'Mara
Business-Financial—A. K. Parker
Church—E. C. Rutherford
Columnists—J. F. Weadock; Lester Inskeep
Editorial Writers—J. F. Weadock; Thomas Ellinwood
Education—John Fahr
Fashion—Eleanor Rice
Food—Eleanor Rice
Garden—Ellsworth Moe
Librarian—Jim Bartel
Motion Picture-Theatrical—Dorothy Kalil
Music—Brian Storm
Photo. Dept. Mgr.—Merrille Sutton
Picture Editor—Vic Thornton; Frank Johnson
Real Estate—E. C. Rutherford
Society—Eleanor Rice

YUMA (Ariz.), SUN (m) (e)
Run-of-Paper Color Advs.: 1 color. Daily
Split Run Advertising: Geographically; Every-other paper.
Annual Special Editions: Rodeo (Feb.); Back to School (Sept.):
No Editions: Christmas; New Years; July 4th; Memorial; Armistice; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert H. Werley
Aviation—Robert H. Werley
Book—Jones Osborn
Business-Financial—Jack Whitehouse
Church—Mrs. Norma Ryan
Columnists—Jones Osborn
Editorial Writers—Jones Osborn; Jack Whitehouse
Education—Jack Whitehouse
Farm—Charles F. Mabery
Fashion—Mrs. Norma Ryan
Food—Mrs. Norma Ryan
Garden—Mrs. Norma Ryan
Librarian—Jack Whitehouse
Motion Picture-Theatrical—Karl E. Allen
Music—Mrs. Norma Ryan
Photo. Dept. Mgr.—Robert H. Werley
Picture Editor—Robert H. Werley
Radio-Television—Jack Whitehouse
Real Estate—Robert H. Werley
Travel—Jack Whitehouse
Society—Mrs. Norma Ryan

ARKANSAS

BATESVILLE (Ark.), GUARD (e)
Advs. Not Accepted: Liquor, blind ads.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Buchanan
Aviation—Paul W. Buchanan
Book—Wilson Powell
Business-Financial—Paul W. Buchanan
Church—Mrs. Edith Yeatman
Columnists—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell.
Editorial Writers—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell; Mrs. Edith Yeatman
Education—Paul W. Buchanan
Farm—Paul W. Buchanan
Fashion—Mrs. Edith Yeatman
Food—Mrs. Edith Yeatman
Garden—Mrs. Edith Yeatman
Librarian—Miss Sarah Longley
Motion Picture-Theatrical—Paul W. Buchanan
Music—Mrs. Edith Yeatman
Photo. Dept. Mgr.—O. E. Jones Jr.
Picture Editor—Paul W. Buchanan
Radio-Television—Jimmy M. Jones
Real Estate—Wilson Powell
Travel—Wilson Powell
Society—Mrs. O. E. Jones

BLYTHEVILLE (Ark.), COURIER-NEWS (e)
Advs. Not Accepted: Mail Order, Vending Machines
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry A. Haines
Church—Millie Mallory
Editorial Writers—Harry W. Haines; George Anderson
Farm—Harry A. Haines
Food—Millie Mallory
Photo. Dept. Mgr.—Mrs. Leon Denning
Society—Millie Mallory

DE QUEEN (Ark.), CITIZEN (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Christmas Shopper (Nov.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Julia Smith
Columnists—J. R. McKinley
Editorial Writers—J. R. McKinley
Photo. Dept. Mgr.—J. R. McKinley
Picture Editor—J. R. McKinley
Society—Mrs. Julia Smith

EL DORADO (Ark.), NEWS (m); TIMES (e); NEWS (S)
Run-of-Paper Color Advs.: 1 color daily & Sun. ex. Mon.
Special Editions: Oil: Industrial (Feb.); Hi School Graduation (May); Oil Progress Week (Oct.).
No Editions: (e) Christmas; New Years; July 4th; Labor Day; Thanksgiving; (m-none).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nella Hammond
Editorial Writer—Robert J. Hays
Society—Frances Cordell

FAYETTEVILLE (Ark.), NORTHWEST ARK. TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: School Edition (Aug.); Farm Edition (Apr.); Fashion (Apr.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food. Thursday.
Radio Station Affiliation: KGRH.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Allan Gilbert Jr.
Church—Kathleen Dozier
Columnists—Ted Wylie
Editorial Writers—Ted Wylie
Education—Floyd Carl
Farm—Fred Starr
Fashion—Kathleen Dozier
Photo. Dept. Mgr.—Ed Puska
Society—Kathleen Dozier

FORT SMITH (Ark.) SOUTHWEST AMERICAN (m); TIMES RECORD (e); SOUTHWEST-TIMES RECORD (S)
Run-of-Paper Color Advs.; Up to 3 colors. Daily & Sun.
Combined Editions: July 4th, Christmas, New Years.
Group Membership: Arkansas-Oklahoma Comic Group.
Radio Station Affiliation: KFSA
Television Station Affiliation: KFSA
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Queen Neal
Columnist—C. F. Byrns
Editorial Writers—W. D. Barksdale; C. F. Byrns; C. C. Brown
Society - Queen Neal

HELENA-WEST HELENA (Ark.), WORLD & EAST ARKANSAS RECORD (e) (S)
Special Editions: Fair (Sept.); Christmas (Dec.).
No Editions: Thanksgiving, Christmas, July 4th.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Pierce Egan
Editorial Writer—Jack M. Young
Society—Mrs. Willie Tappan

HOPE (Ark.), STAR (e)
Advs. Not Accepted: Liquor, except beer & wine.
No Editions: July 4th; Thanksgiving; Christmas.

HOT SPRINGS (Ark.), SENTINEL RECORD (m) (S); NEW ERA (e)
Run-of-Paper Color Advs.: Up to 4 colors. Sunday comic section only.
Special Editions: Mail-Away Edition (Feb.); Christmas Edition (Nov.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Longinotti
Aviation—Paul King
Book—R. S. Dean
Business-Financial—Tom Andrews
Church—Edna Howe
Columnists—Paul King; Maurice Moore
Editorial Writers—R. S. Dean; C. E. Palmer
Education—John Longinotti
Farm—Maurice Moore
Fashion—Elise Lawrence
Food—Edna Howe
Librarian—Glen McCasland
Motion Picture-Theatrical—Edna Howe
Music—Edna Howe
Picture Editor—Maurice Moore
Travel—L. H. Poole
Society—Edna Howe

LITTLE ROCK (Ark.), DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day except Thursday.
Split Run Advertising: Every-other paper.
Annual Special Editions: Business Review Section (Jan.) (S); Oil Progress Edition (Oct.) (S).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—John Kennedy
Church—Lelia Maude Funston
Columnists—Karr Shannon
Editorial Writers—William Johnson; Sam Dickinson
Fashion—Marguerite Gamble
Food—Bessie R. Murphy
Motion Picture-Theatrical—Inez Hale McDuff
Society—Dorothy Carroll

LITTLE ROCK (Ark.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. Subject to confirmation.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion Edition (Feb. & Mar.); Vacation Edition (June); Parade of Homes (Home Show) (Sept.); Livestock Edition (Oct.); Spring Cook Book (April); Fall Cook Book (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Section (Thurs.).
Radio Station Affiliation: KLRA.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Fletcher
Aviation—Jason Rouby
Book—Eugene C. Fretz, Jr.
Business-Financial—John L. Fletcher
Cartoonists—William K. Graham
Church—Martha Jean Leslie
Columnists—Carroll B. McGaughey, Jr; Sam G. Harris.
Editorial Writers—J. N. Heiskell; Harry S. Ashmore; Charles T. Davis; Jerry S. Neil.
Education—Martha Jean Leslie
Farm—Kenneth Parker
Fashion—Betty Fulkerson
Food—Mildred S. Woods
Garden—Nell Cotnam
Librarian—Eleanor Forsberg
Motion Picture-Theatrical—Eugene C. Fretz, Jr.
Music—Paul Mendy
Photo. Dept. Mgr.—Larry Obsitnik
Picture Editor—Ralph E. Leach
Radio Television—Paul Mendy
Real Estate—Mildred S. Woods
Travel—Betty Fulkerson
Society—Betty Fulkerson

MAGNOLIA (Ark.), BANNER-NEWS (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Progress (June); Back-to-School (Aug.); Christmas Shoppers (Dec.); Fair (Sept.); Oil Progress (Oct.); Christmas Greetings (Dec. 24).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Orville C. Hancock

MALVERN (Ark.), RECORD (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Back to School (Aug.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food specials Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—F. A. Beerstecher
Church—Dorothy Logan
Columnists—F. A. Beertscher
Editorial Writers—F. A. Beerstecher
Farm—Al Givens, Jr.
Fashion—Dorothy B. Logan
Food—F. A. Beerstecher
Picture Editor—Al Givens, Jr.
Society—Dorothy Logan

MENA (Ark.), STAR (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Christmas (Dec.); School Grad. (May).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to E. W. St. John.

PARAGOULD (Ark.), BIG PICTURE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Friday.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Easter Parade (April); Back-to-School (Sept.); Christmas Shop (Dec.); Pictorial Review (Monthly).
Food and/or Household Dept.: Homemakers Page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John J. Mueller
Aviation—Ruth Woodside
Book—Myrl Rhine Mueller
Business-Financial—Deloris Mueller
Church—Clella Hairrell
Editorial Writer—L. V. Rhine
Education—Myrl Rhine Mueller
Farm—Gilbert Daulton
Fashion—Deloris Mueller
Food—Myrl Rhine Mueller
Garden—Dovie Hollis
Librarian—Zula Loften
Motion Picture-Theatrical—Julia Gordon
Music—Julia Gordon

When results must justify expenditures, advertisers logically turn to the Arkansas Gazette. Here, in the largest advertising medium, they get the readership and home delivered circulation (plus the largest circulation) that it takes to make business good. The Gazette can do the same thing for you. It is big locally. It is big in the market. It is the Gazette's exclusive ability to give you all day readership by the entire family--the longest continuous exposure of your sales message by any medium of advertising. In every line of business, advertisers find the Gazette most effective in their selling programs.

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ARKANSAS—Cont'd

Photo. Dept. Mgr.—Ulyses Chambless
Picture Editor—Myrl Rhne Mueller
Radio-Television—Ruth Woodside
Real Estate—Bill Masterson
Travel—Deloris Mueller
Society—Deloris Mueller

PARAGOULD (Ark.), PRESS (e)
Split Run Advertising: Geographically, City-Rural (mats, plates).
Special Editions: Back to School (Aug.); Dairy (Sept.); Christmas (Dec.).
No Editions; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Hammond
Business-Financial—Wallace White
Church—Gene Wirges
Columnist—Gene Wirges
Editorial Writer—Wallace White
Education—Gene Wirges
Farm—Bill Newsom
Fashion—Mary Carolyn Paul
Food—Wallace White
Garden—Bill Newsom
Motion Picture-Theatrical—Gene Wirges
Photo. Dept. Mgr.—Gene Wirges
Picture Editor—Gene Wirges
Radio-Television—Mary Carolyn Paul
Real Estate—Wallace White
Society—Mary Carolyn Paul

PINE BLUFF (Ark.), COMMERCIAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Christmas Greetings (Dec.).
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. W. Freeman. III
Church—Ernie Wilkerson
Columnists—Bill Miles; Clarence Taylor; Gordon Freeman; Lavern Kerr; Alice DeWeese
Editorial Writer—Gordon Freeman
Farm—Clarence Taylor
Fashion—Alice DeWeese
Food—Bill Miles
Garden—Clarence Taylor
Librarian—E. W. Freeman. III
Motion Picture-Theatrical—Ernie Wilkerson
Photo. Dept. Mgr.—Bill Miles
Picture Editor—Lavern Kerr
Society—Alice DeWeese

SPRINGDALE (Ark.), NEWS (e ex. Sat.)
Special Editions: Rodeo Edition (June); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Maudine Farish
Columnists—Ellis M. Stafford; R. R. Sanders
Editorial Writers—Edw. R. Stafford
Farm—Ellis M. Stafford
Fashion—Miss Maudine Farish
Motion Picture-Theatrical—R. R. Sanders
Picture—Ellis M. Stafford
Society—Miss Maudine Farish

STUTTGART (Ark.), LEADER (e)
Special Editions: Back-to-School (Aug.); Rice and Duck (Oct.); Christmas Shopper (Dec.); Christmas Greetings (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Garner Allen
Book—Garner Allen
Business-Financial—Calvin Mannen
Church—Garner Allen
Columnists—Garner Allen; Calvin Mannen
Editorial Writers—Garner Allen; Calvin Mannen
Education—Garner Allen
Farm—Garner Allen
Fashion—Jennie Allen
Food—Calvin Mannen
Garden—Garner Allen
Librarian—Ema Lou Minor
Motion Picture-Theatrical—Calvin Mannen
Music—Calvin Mannen
Photo. Dept. Mgr.—Garner Allen
Picture Editor—Garner Allen
Radio-Television—Calvin Mannen
Real Estate—Calvin Mannen
Travel—Garner Allen
Society—Jo Ann Senko

CALIFORNIA

ALAMEDA (CALIF.), TIMES-STAR (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Werner
Aviation—W. G. Werner
Book—Barbara Stevens
Business-Financial—W. G. Werner
Church—Barbara Stevens
Columnist—G. B. Thrall
Editorial Writer—G. B. Thrall
Education—Don Baxter
Farm—Don Baxter
Fashion—Barbara Stevens
Food—Barbara Stevens
Garden—Don Baxter
Librarian—Jack Angus
Motion Picture-Theatrical—Jack Angus
Music—Jack Angus
Photo. Dept. Mgr.—Howard Ecker
Picture Editor—Don Baxter
Radio-Television—Jack Angus
Real Estate—W. G. Werner
Travel—W. G. Werner
Society—Barbara Stevens

ALHAMBRA (Calif.), POST-ADVOCATE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues. & Fri.
Advs. Not Accepted: Matrimonial Personals.
Special Editions: Dollar Days (Feb.-Oct.); Green Tag (Aug.).
No Editions: Christmas; New Years.
Print Own Magazine: Yes.
Television Station Affiliation: KCOP.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Greenberg
Aviation—Hal Greenberg
Book—Barton Heiligers
Business-Financial—Warner Jenkins
Church—Gertrude Cronin
Editorial Writers—Warner Jenkins; Robert Studer; Barton Heiligers
Education—Charles Maher
Farm—Coe Wilkins
Fashion—Ruth Baker
Food—Ruth Baker
Garden—Hal Greenberg
Librarian—Jay Yates
Motion Picture-Theatrical—Gene Hunter
Music—John Bergman
Photo. Dept. Mgr.—Robert Studer
Picture Editor—Robert Studer
Radio-Television—Warner Jenkins
Real Estate—Gene Hunter
Travel—Hal Greenberg
Society—Ruth Baker

ANAHEIM (Calif.), BULLETIN (e)
Run-of-Paper Color Advs.: 1 color.
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept; Occasional Food column; Household page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Shaffer
Aviation—Don Shaffer
Book—Don Shaffer
Business-Financial—Don Shaffer
Church—Carrie Lou Sutherland
Columnists—Spurgeon Sparks; Don Shaffer
Editorial Writers—Howard Loudon; Don Shaffer
Education—Carrie Lou Sutherland
Farm—Spurgeon Sparks
Fashion—Carrie Lou Sutherland
Food—Carrie Lou Sutherland
Garden—Don Shaffer
Librarian—Jim Duncan
Motion Picture-Theatrical—Jim Duncan
Music—Carrie Lou Sutherland
Photo. Dept. Mgr.—Don Shaffer
Picture Editor—Don Shaffer
Radio-Television—Jim Duncan
Real Estate—Spurgeon Sparks
Travel—Spurgeon Sparks
Society—Carrie Lou Sutherland

ANTIOCH (Calif.), LEDGER (e ex Sat.)
No Editions: New Years; May 30th; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Albert W. Flaherty

BAKERSFIELD (Calif.), CALIFORNIAN (e)
Run-of-paper Color Advs.: Up to 1 color. Daily.
Split Run Advertising: Every-other paper.
Special Editions: Spring and Fall (Mar.); Openings (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George De Armond
Aviation—Murray Arnold
Book—Ralph Kreiser
Business-Financial—Ralph Kreiser
Church—Murray Arnold
Columnists—Jim Day; Walt Little
Editorial Writer—Ralph Kreiser
Education—Murray Arnold
Farm—Ed Griffith
Fashion—Beth Henley
Food—George De Armond
Garden—Ed Griffith
Librarian—John Berry
Motion Picture-Theatrical—Ed Griffith
Music—Beth Henley
Photo. Dept. Mgr.—Jim Day
Picture Editor—Jim Day
Radio-Television—John Berry
Real Estate—Ed Griffith
Travel—Jim Day
Society—Beth Henly

BERKELEY (Calif.), GAZETTE (e)
Run-of-paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: liquor, horse racing.
Special Editions: Travel (Feb.); Garden (Feb.-Mar.); Spring Fashion (Mar.); Annual Progress (May); Back To School (Aug.); Fall Fashion (Sept.); Christmas (Nov.).
Food and/or Household Dept.: Special pages Thursdays; some material daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Beatty
Aviation—Kacy Ward
Book—Ken Carnahan
Business-Financial—J. R. Ward
Church—Miss Edna Andrews
Columnists—Kacy Ward; Jim Scott
Education—Grace McKnight
Farm—A. T. Horn
Fashion—Jan Matheson Seger
Food—Jan Matheson Seger
Garden—Kacy Ward
Music—Terry Beatty
Photo. Dept. Mgr.—Bob Lyndo
Picture Editor—Bob Lyndo
Radio-Television—Erwin Lippke
Real Estate—John Leonard
Travel—Kacy Ward
Society—Jan Matheson Seger

BEVERLY HILLS (Calif.), NEWSLIFE (e ex Sat.)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Fashion (Mar. & Sept.); Home Furnishings (Apr.-Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hugh Baumberger
Church—Della Johnson
Editorial Writers—Lowell E. Jessen; T. G. Wood
Fashion—Wanda Davis Phillips
Librarian—Della Johnson
Photo. Dept. Mgr.—Cliff Johnson
Society—Wanda Davis Phillips

BRAWLEY (Calif.), NEWS (e)
No Editions: Christmas; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Suzanne Ressler
Columnist—Ray Barnes
Editorial Writers—Ray Barnes
Fashion—Suzanne Ressler
Food—Suzanne Ressler
Photo. Dept. Mgr.—Drew West
Society—Suzanne Ressler

BURBANK (Calif.), REVIEW (e)
Run-of-paper Color Advs.: Up to 2 colors. Any one of five days.
Special Editions: Women's Edition (Mar.).
No Editions: Christmas; New Years.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Tom Hageman
Church—Wanda Owen
Columnist—Tom Hageman
Fashion—Wanda Owen
Food—Wanda Owen
Society—Wanda Owen

BURLINGAME (Calif.), ADVANCE-STAR (e)
Run-of-Paper Color Advs: Up to 2 colors.
Advs. Not Accepted: Liquor; horse racing; fortune telling; palmistry; dealerships requiring investment.
Special Editions: Christmas (Nov.); Fall Fashion (Sept.); Spring Fashion (April); Summer-vacation (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Jones
Church—Keith Walker
Columnists—Robert H. Hardgrove; Dallas Wood; Ellis Walker
Editorial Writer—Robert Hardgrove.
Fashion—Dawn Hill
Food—Dawn Hill
Motion Picture-Theatrical—Ellis Walker
Photo. Dept. Mgr.—James Sargent
Radio-Television—Ellis Walker
Society—Dawn Hill

CHICO (Calif.), ENTERPRISE-RECORD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thurs.
Advs. Not Accepted; Vending machine; competitive mail order.
Split Run Advertising: Geographically.
No Editions: Thanksgiving; Christmas.

COMPTON (Calif.), STAR-JOURNAL (m ex. Mon)
Special Editions: Spring Opening (Mar.); Fall Opening (Sept.).
No Editions: Christmas; New Year's.
Food and/or Household Dept: Food every day; Household (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Sroka
Aviation—Harry Sroka
Book—Harry Sroka
Business-Financial—J. E. Flaherty
Church—Stu Robertson
Columnist—Stu Robertson
Editorial Writers—Stu Robinson; Joe Flaherty; Sam Cornell
Education—Sam Cornell
Fashion—Loraine Potter
Food—Harry Sroka
Garden—Harry Sroka
Librarian—Loraine Potter
Motion Picture-Theatrical—Loraine Potter
Music—Loraine Potter
Photo. Dept. Mgr.—Robt. Wilton
Picture Editor—Robt. Wilton
Radio-Television—Robt. Wilton
Real Estate—Marie Martel
Travel—Marie Martel
Society—Loraine Potter

CORNING (Calif.), OBSERVER (e)
No Editions: Christmas; Labor Day; July 4th; Thanksgiving.
Radio Station Affiliation: KBLF; KXOC.
Television Station Affiliation: KHSL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. W. Barnes. Editorial Writer

CORONA (Calif.), INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Justin Hammond
Church—Juanita Bachand
Columnist—Justin Hammond
Editorial Writer—J. C. Hammond
Motion Picture-Theatrical—Pearlie Lewis
Music—Juanita Bachand
Photo. Dept. Mgr.—Justin Hammond
Real Estate—Arch Jones
Travel—J. C. Hammond
Society—Juanita Bachand

CULVER CITY (Calif.), STAR-NEWS (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily ex. Sat.
Special Editions: La Ballona Valley Days (Aug.); Annual Cooking School (May); Fashion (May & Sept.); Back to School (Aug.); Home and Garden (March-Oct.).
No Editions: Christmas.
Food and/or Household Dept: Food Section (Thurs.).
Radio Station Affiliation: KFWB.
Television Station Affiliation: KCOP-13.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Art Carlson
Aviation—Art Carlson
Book—Helen Black
Business-Financial—Dave Duncan
Church—Jane Haynes
Columnists—Hazel Flynn; Helen Black; Art Carlson; Wm. Fenderson
Editorial Writer—Robert L. Curry
Education—Fred Baumberger
Fashion—Jane Haynes
Food—Jane Haynes
Garden—Wm. Fenderson
Librarian—Fred Baumberger
Motion Picture-Theatrical—Hazel Flynn
Photo. Dept. Mgr—George Fry
Picture Editor—W. D. McGlasson
Radio-Television—Helen Black
Real Estate—Wm. Fenderson
Travel—Art Carlson
Society—Jane Haynes

EL CENTRO (Calif.), POST (m); IMPERIAL VALLEY PRESS (e); POST-PRESS (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun.
Special Editions Inland Empire (Jan.).
Radio Station Affiliation: KXO
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Barbara Sullivan
Editorial Writers—Paul A. Jenkins; Carl W. Schooss.
Farm—Lewis Little
Fashion—Barbara Sullivan
Food—Barbara Sullivan
Photo. Dept. Mgr.—Lee C Sulzner
Society—Barbara Sullivan

ESCONDIDO (Calif.), TIMES-ADVOCATE (e)
Special Editions: Spring Fashion (Apr.); Fall Fashions (Sept.); Home Edition (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Columns Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. R. McClintock
Book—Victoria Speers
Business-Financial—Ethel Nordheim
Church—Jody Butler
Columnists—Bob Romaker; Jody Butler; Loretta Sayre
Editorial Writer—Fred W. Speers
Farm—Hoyte Smithers
Fashion—Jody Butler
Food—Jody Butler; Loretta Sayre
Garden—Loretta Sayre
Librarian—Mary Ann Riley
Motion Picture-Theatrical—Eloise Perkins
Music—Eloise Perkins
Photo. Dept. Mgr.—Ralph Shidner
Picture Editor—Eloise Perkins
Radio-Television—Diane Hall
Real Estate—Ron Kenney
Travel—Loretta Sayre
Society—Jody Butler

EUREKA (Calif.). HUMBOLDT TIMES (m) (S) HUMBOLDT STANDARD (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Mon; Sun.
Special Editions: Vacation Edition (May). Logging and Sawmill Equipment (May); Back to School (Aug.).
Food and/or Household Dept : Wed. (e); Thurs. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tony Pranger (m) (e)
Columnist—Andy Genzoli (m) (S)
Editorial Writer—Frank Flaherty (m) (e) (S)
Food—Corinne Woodard (m) (e)
Garden—Margaret Delaney (m) (e)
Picture Editor—Elmer Hodgkinson (m) (S)
Society—Diane Anderson (S) (m); Margaret Delaney (e).

FONTANA (Calif.), HERALD-NEWS (e ex Sat.)
Advs. Not Accepted: Mail order, Lonely Hearts, Help Wanted from questionable out-of-town sources.
Special Editions: Fontana Days (May); Back-to-School (Aug.).
No Editions: New Years, Christmas, Memorial Day, July 4th, Labor Day, Thanksgiving.
Food and/or Household Dept.: Wednesday Food Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Williams
Church—Mrs. Myrtle G. Saugstad
Editorial Writers—Wilbur Mackey; James B. Conner
Farm—Don Williams
Photo Dept. Mgr.—George Stewart
Society—Mrs. Myrtle G. Saugstad

FRESNO (Calif.), BEE (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily ex. Thurs. and leeway requested Friday.
Split Run Advertising: Geographically; Every-other paper.
Advs. Not Accepted: obj. medical; liquor in comics.
Print Own Magazine: California Country Life
Group Membership: Metro Pacific; Pacific Sunday Mag. Group.
Food and/or Household Dept.: Daily & Sunday.
Radio Station Affiliation: KMJ
Television Station Affiliation: KMJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Carl Somdal
Editorial Writer—Ralph Cole
Farm—M. J. Keyes
Food—Pauline Jones
Librarian—Becky Christensen

FULLERTON (Calif.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Annual Special Editions: Progress (Aug.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilmer N. Long
Book—Martin Bentson
Church—Marjorie Jackson
Columnists—Bill Kelly; Bea Baxter; Ray Rhoads
Editorial Writers—Leif Johnson; Edgar F. Elfstrom
Education—Leif Johnson
Fashion—Marjorie Jackson
Food—Marjorie Jackson
Garden—Wilmer N. Long
Music—Martin Bentson
Photo. Dept. Mgr.—Leif Johnson
Picture Editor—Leif Johnson
Real Estate—Wilmer N. Long
Society—Marjorie Jackson

GILROY (Calif.), EVENING DISPATCH (e ex. Sat)
Special Editions: Gymkhana (June); Christmas (Dec.).
No Editions: New Years, Christmas, July 4th, Memorial Day, Thanksgiving, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George R. Kane
Book—George R. Kane
Church—Gertrude Lake
Columnist—George R. Kane
Editorial Writer—George R. Kane
Farm—George R. Kane
Fashion—Gertrude Lake
Food—Gertrude Lake
Picture Editor—George R. Kane
Society—Gertrude Lake

(Continued on page 178)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from page 177)

GLENDALE (Calif.), NEWS-PRESS (e)
Run-of-Paper. 1 color. Daily; Reservations required.
Split Run Advertising: Every-other Paper.
Special Editions: Yule Buy Days (Nov.); Women's (Oct.); Builders (Sept.); Fashion (Spring & Fall); Cooking School (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept: Weekly food page in Saturday magazine section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph E. McGreal
Book—Carroll W. Parcher
Business-Financial—R. O. Cochran
Church—Richard Steinheimer
Columnists—Carroll W. Parcher; Dick Micks; Guy S. Allison.
Editorial Writers—Carroll W. Parcher; C. F. Waite
Education—Franklyn Nofziger
Fashion—Betty Preston
Food—Zola Vincent
Garden—George Hutchison
Librarian—P. E. Vogel
Music—Harold Davidson
Photo. Dept. Mgr.—Salvador J. Felix
Radio-Television—Gene Inge
Real Estate—R. O. Cochran
Travel—R. O. Cochran
Society—Betty Preston

HANFORD (Calif.), JOURNAL (m ex. Mon) (S) SENTINEL (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday (e); Friday (m).
Radio Station Affiliation: KNGS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. L. Jacobs
Book—J. L. Jacobs
Business-Financial—Samuel Stafford
Editorial Writer—Julius L. Jacobs
Education—Deane Townes
Farm—Deane Townes
Fashion—Willetta Regan
Food—Betty Erhart
Librarian—Sylvia Fereirra
Motion Picture-Theatrical—Jim Yokum
Music—J. L. Jacobs
Photo. Dept. Mgr.—Elton Hicks
Picture Editor—Samuel Stafford
Radio-Television—Howard Crane
Real Estate—Deane Townes
Society—Willetta Regan

HAYWARD (Calif.), REVIEW (e)
Run-of-Paper Color Advs: 1 color. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Coin machine buyers.
Special Editions: Progress (Feb.); Art Assoc. (Oct.).
Food and/or Household Dept: Food pages (Wed.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Ferrier
Business-Financial—Roy Grimm
Church—Dorothy Cuthbertson
Editorial Writer—George Lower
Education—Leona Ward
Fashion—Dorothy Cuthbertson
Food—Dorothy Cuthbertson
Garden—O. G. Linnabary
Picture Editor—Leona Ward
Real Estate—Carol Olson
Society—Dorothy Cuthbertson

HOLLISTER (Calif.), FREE LANCE (e)
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Britton
Book—Margaret Doan
Farm—Harry Britton
Fashion—Margaret Doan
Food—Margaret Doan
Garden—Harry Britton
Picture Editor—Harry Britton
Travel—Margaret Doan
Society—Margaret Doan

HOLLYWOOD (Calif.), CITIZEN-NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily execpt Wed.
Split Run Advertising: Geographically. Fvery-other Paper.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Academy Awards (March); Fashions (Jan.) (Sept.).
Food and/or Household Dept: Household (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William S. Cribbin
Aviation—William S. Cribbin
Book—Walter Scratch
Church—Lorne Kent
Columnist—Austin Conover
Editorial Writer—Harlan G. Palmer
Fashion—Ursula Baumann
Food—Cleo Kerley
Garden—Ray Scarborough, Jr.
Motion Picture-Theatrical—Lowell Redelings
Music—Margaret Harford
Photo. Dept. Mgr.—Harley Martin
Radio-Television—Zuma Palmer
Real Estate—Jim Elliott
Travel-Resort—Har Palmer
Society—Ursula Baumann

INGLEWOOD (Calif.), DAILY NEWS (e)
Run of Paper Color Advs.: Daily.
Special Editions: Progress Edition (Sept.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Martin
Aviation—Bernie T. Marquis Jr.
Business-Financial—Edwin W. Dean
Church—Gerard Welzel
Columnists—Robert O. Vincent; Robert P. Benoit; Dorothea J. Bellisime.
Editorial Writers—Edwin W. Dean; Robert O. Vincent.
Education—George Garrigues
Fashion—Vivian L. Willits
Food—Vivian L. Willits
Motion Picture-Theatrical—Gerard Welzel
Music—Vivian L. Willits
Photo. Dept. Mgr.—Robert O. Vincent
Picture Editor—Robert O. Vincent
Real Estate—Hal Maher
Society—Vivian L. Willits

LODI (Calif.), NEWS-SENTINEL (m)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Lodi Grape Festival (Sept.); Christmas (Dec.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food section Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—A. W. Marquardt; Carl Underwood
Editorial Writer—A. W. Marquardt
Photo. Dept. Mgr.—Don Bailey

LONG BEACH (Calif.), INDEPENDENT (m); PRESS-TELEGRAM (e); INDEPENDENT-PRESS-TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: All advertising subject to approval of management.
Special Editions: Industry & Business Review (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comics; Pacific Sunday Magazine Group; Nancy Sasser.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Kline
Aviation—Don Brackenbury
Book—Fred Kraft (S)
Business-Fianancial—Ken Chilcote
Cartoonist—Clyde Winslow
Church—John Teed (e); Elise Emery (m)
Columnists—Malcolm Epley; Harry Fulton
Editorial Writers—Harry Karns; Lawrence A. Collins. Sr.; Malcolm Epley
Fashion—Mary Lou Zehms; Jean Moore
Food—Mildred Flanary
Garden—Fred Kraft
Librarian—Eugenia MacDonald
Photo. Dept. Mgr.—John Neagle
Picture Editor—Spencer Crump (m); George Barker (e)
Radio-Television—Terry Vernon (m) (S); John Frederick (e)
Real Estate—Ken Chilcote
Travel—Fred Kraft
Society—Betty Carey Wentworth (m) (S); Mary Lou Zehms (e) (S)

LOS ANGELES (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily except Thurs. & Sat.
Magazine Section Carried: American Weekly; Pictorial Living.
Group Membership: Puck-The Comic Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Barnard
Aviation—Tom Towers
Book—Clark Kinnard
Business-Financial—Willis Heim
Cartoonists—Karl Hubenthal; Ted Gale
Church—Ernest Lonsdale
Columnist—Harry Lang
Editorial Writer—Jose Rodriguez
Education—Don Caswell
Farm—Willis Heim
Fashion—Babette
Food—Prudence Penny
Garden—Gardiner Green
Librarian—Lewis Rader
Motion Picture-Theatrical—Louella Parsons
Music—Patterson Greene
Photo. Dept. Mgr.—Sam Sansone
Picture Editor—Burt Sims
Radio-Television—Jack Lait, Jr.
Real Estate—Ernest Lonsdale
Travel—John Stingle
Society—Lynn Spencer

LOS ANGELES (Calif.), HERALD AND EXPRESS (e)
Run-of-Paper Color Advs.: Up to 1 color. Every day except Thursday.
Advs. Not Accepted: Hypnotism.
Special Editions: Annual Bus. Review (Sept.); App. Almanac (July); Auto Show Number (Varies); Semi-Annual Shoe Feature Resort & Travel (May & Dec.).
Food and/or Household Dept.: Yes.
Television Station Affiliation: KNXT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Bloomer
Aviation—Richard Bloomer
Book—Darsie L. Darsie
Business-Financial—Alex N. Campbell
Cartoonists—J. P. Maloney
Church—Alma May Cook
Columnists—Bill Kennedy; Jimmy Starr
Editorial Writers—Darsie L. Darsie
Education—Arthur C. Atwell
Fashion—Agnes McCay
Food—Hazel Blair Dodd
Garden—Chris Redondo
Librarian—Eugene Bradford
Motion Picture-Theatrical—Harrison Carroll; Jimmy Starr
Music—Alma Gowdy
Photo. Dept. Mgr.—Lee Weber
Picture Editor—Edward Krauch
Radio-Television—Bob Hull
Real Estate—A. H. Clarke
Travel—Elmar Baxter
Society—Anne T. Smith; Helen Partridge

LOS ANGELES (Calif.), MIRROR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper
Special Editions: Yes (Oct.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or Managers
Auto—Floyd Freel
Book—Phillip H. Ault
Business-Financial—Robert Bergen
Cartoonist—Leo Thiele
Church—Phyllis Beardsley
Columnists—Paul Coates; Dick Williams; Hal Humphrey; Jane Palmer; Sid Ziff; Max Stiles; Kendis Rochlen; Wanda Henderson
Editorial Writer—Herb Stinson
Fashion—Muriel Barnett
Food—Anita Bennett
Garden—Don Howard
Librarian—August Doeppner
Motion Picture-Theatrical—Dick Williams
Music—Raymond Kendall
Photo. Dept. Mgr.—Hugh Arnott
Radio-Television—Hal Humphrey
Real Estate—James Speedie
Travel—Henry Frank
Society—Muriel Barnett

LOS ANGELES (Calif.), TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun ex. Fri. 1 color Fri.
Advs. Not Accepted: Liquor.
Special Editions: Mid Winter (Jan).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group; Pacific Sunday Magazine Group.
Food and/or Household Dept.: Yes.
Television Station Affiliation: KTTV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn J. Rogers
Aviation—Marvin Miles
Book—Paul Jordan-Smith
Business-Financial—Harold Walsh
Cartoonist—Bruce Russell
Church—Daniel Thrapp
Columnists—Bill Henry; Gene Sherman
Editorial Writers—Kirby Ramsdell; Edward Krauss; Humphrey Owen
Fashion—Fay Hammond
Food—Marian Manners
Librarian—Romeo Carraro
Motion Picture-Theatrical—Edwin Schallert
Music—Albert Goldberg
Photo. Dept. Mgr.—Horton Churchill
Picture Editor—Charles Clift
Television—Walter Ames
Real Estate—Charles C. Cohan
Travel—Lynn Rogers
Society—Mary Ann Callan

LOS GATOS (Calif.), TIMES (e ex. Sat.)
Special Editions—Spring Opening (Apr.); National Wine Week (Oct.); Cooking School (Nov.).
No Editions: New Years; Washington's Birthday; Lincoln's Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Shouse
Book—Mrs. Gene Johnson
Columnists—Joseph C. Houghteling; Sam Hansen; John Baggerly
Editorial Writer—Joseph C. Houghteling
Fashion—Mrs. Peggy Hitchcock
Food—Mrs. Gene Johnson
Motion Picture—James Shouse
Picture Editor—Don De Main
Real Estate—Ed. R. Bauer
Travel—Mrs. Gene Johnson
Society—Mrs. Gene Johnson

MADERA (Calif.), NEWS-TRIBUNE (e)
Special Editions: Fair edition (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column and news on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Keith Emenegger
Book—Jim Arnold
Church—Bob Womack
Editorial Writer—Rick Raphael
Education—Bob Womack
Farm—Rudi Korn-mann
Fashion—Mrs. Lotus East
Food—Mrs. Lotus East
Garden—Rudi Korn-mann
Librarian—Mrs. Alma Thayer
Music—Mrs. Lotus East
Photo. Dept. Mgr.—Rick Raphael
Picture Editor—Rick Raphael
Society—Mrs. Lotus East

MARTINEZ (Calif.), CONTRA COSTA GAZETTE (e)
Special Editions: Spring Fashion (Mar.); Fall Fashions (Sept.).
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept: Daily Food Col.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Warnholz
Church—Kay Wahl
Columnist—Jim Ritch
Editorial Writers—Jim Ritch; Wm. R. Sharkey Jr.
Farm—Jim Ritch
Fashion—Kay Wahl
Food—Kay Wahl
Garden—Fred Warnholz
Photo. Dept. Mgr.—Doris Lindgren
Society—Kay Wahl

MARYSVILLE (Calif.), APPEAL-DEMOCRAT (e)
Run-of-Paper Color Advs.: 1 color. Every day.
No Editions: Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Elliott
Cartoonists—Stan Gelling
Church—Betty Jo Hicks
Editorial Writers—W. J. Monahan
Garden—Neva Romelsbacher
Photo. Dept. Mgr.—Mel Gagnon
Society—Betty Jo Hicks

MODESTO (Calif.), BEE (e)
Run-of Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Call of the Open Road (June); Christmas Edition (Nov.).
Print Own Magazine; Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KBEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Laverne Potts
Farm—Chas. E. Mendenhall
Food—Katherine Kitchen.
Garden—Chas. E. Mendenhall
Librarian—Cleo Mathis
Photo. Dept. Mgr.—Chas. Rogers

MONROVIA (Calif.), NEWS-POST (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: Monrorial Day (May); Year-End Ed. (Dec.)
Food and/or Household Dept: Thurs.
Television Station Affiliation: KCOP
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwood Irwin
Church—Dorothy Sanborn
Columnist—Chas. F. Davis
Editorial Writers—Elwood Irwin; George Gerhardt; Chas. F. Davis
Garden—Geo. Braden
Society—Nancy Crowell

MONTEREY (Calif.), PENINSULA HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: American Art Week (Nov.); Fashion (Mar. & Sept.).
No Editions: Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irene Alexander
Church—Irene Alexander
Columnist—Mayo Hayes O'Donnell
Editorial Writers—Allen Griffin; Edward Kennedy
Fashion—Bonnie Gartshore
Food—Brad Parker
Music—Hal Garrott
Photo. Dept. Mgr.—Peter Breinig
Society—Evelyn Londahl

MOUNTAIN VIEW (Calif.), DAILY REGISTER (e ex. Mon. and Sat.); REGISTER-LEADER (S)
No Editions: Days preceding Feb. 22, May 30, July 4th, Labor Day, Thanksgiving, Christmas.
Food and/or Household Dept.: Thursday.

NAPA (Calif.), REGISTER (e)
Run-of-Paper Color Advs.: Daily. 1 color.
No Editions: Christmas; New Years; Washington's Birthday; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vincent Hale
Aviation—Paul Donovan
Book—Astrid Eby Edington
Business-Financial—Whitfield Griffiths
Cartoonist—Robert McKenzie
Church—Arthur McKay
Columnist—Bud Tucker
Education—Paul Donovan
Farm—Wayne Wilson
Fashion—Astrid Eby Edington
Food—Lamar Tallman
Garden—Wayne Wilson
Librarian—Phylis Beuoy
Photo. Dept. Mgr.—Robert McKenzie
Picture Editor—Arthur McKay
Radio-Television—Paul Donovan
Society—Astrid Eby Edington

NORTH HOLLYWOOD (San Fernando, Calif.), VALLEY TIMES (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Special Editions: Household (Apr.); Fashion (Sept.).
Food and/or Household Dept.: Daily food column; Thursday food feature.
Radio Station Affiliation: KGIL - San Fernando Valley.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Dorner
Business-Financial—Carl Milliken
Church—Carl Milliken
Columnists—Frank Green; Claude Newman; Peter Kokon; Merle Potter
Editorial Writer—Roy Bennett
Fashion—Pat Laughrey
Food—Aline Law
Garden—Ruth Argabrite
Librarian—Anne Isackson
Motion Picture-Theatrical—Fred Broomfield
Music—Fred Broomfield
Photo. Dept. Mgr.—Lawrence Paulson
Picture Editor—Almer Isackson
Radio-Television—Allen Rich
Real Estate—Ed Hutton
Society—Frances Dewberry

OAKLAND (Calif.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. 1 color daily & Sun. 4 colors Mon. & Sat.
Special Editions: Graduation Section (Public Schools, Financial Review (Jan.); Travel Section; Downtown Day Section, Automobile Show Section (Feb.); Spring Fashion Section (Mar.); Home & Garden Section (Apr.); Garden Show Section, Vacationland Section, Graduation Section (Public Schools) (May); Downtown Day (Aug.); Gourmet Section, Fall Fashion Section, Parade of Progress, National Home Week Section, Home Fashion Time Section (Sept.); Downtown Day (Oct.); Do-It-Yourself Section (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comic Group.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLX
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Homer Fey
Book—Nancy Barr Mavity
Business-Financial—John F. Martin
Cartoonists—Lou Grant; Leland S. Susman
Church—William F. Rose
Columnist—John L. Burroughs
Editorial Writer—Raymond Lawrence
Fashion—Hazel Black
Food—Margaret C. Bowers
Garden—Rolly Langley
Librarian—Arthur Hakel
Motion Picture-Theatrical—Wood Soanes
Music—Clifford Gessler
Photo. Dept. Mgr.—Keith Dennison
Radio-Television—James Abbe
Travel—Mort Cathro
Society—Lyda Brockhagen

OCEANSIDE (Calif.), BLADE-TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Marine Corps Anniversary (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Chloe Hatcher
Fashion—Phyllis Fredkin
Food—Phyllis Fredkin
Garden—Cam Miller
Picture Editor—Richard Carboneau
Radio-Television—Cam Miller
Society—Phyllis Fredkin

(Continued on page 180)

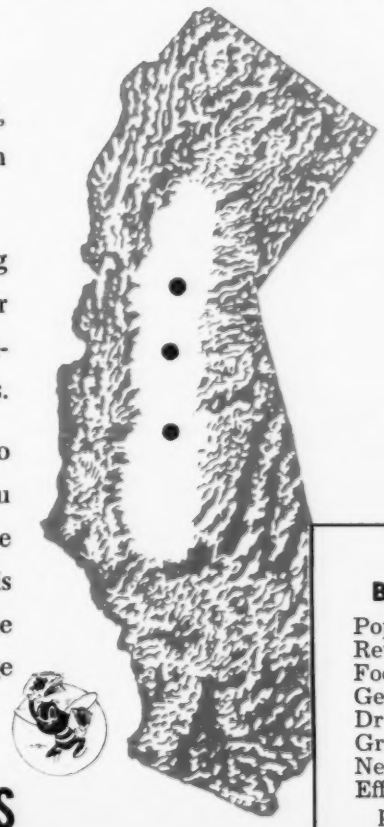
SOMETHING MISSING...

LIKE CALIFORNIA WITHOUT THE BILLION DOLLAR VALLEY OF THE BEES

California's big inland Valley is an independent, self-contained area — isolated by mountains from the Coast.

More than two million people live in this thriving region. They have over 3 billion in buying power (more than San Francisco and Oakland combined), spend more at retail than folks in Kansas.

You can't afford to rely on Coast newspapers to cover the Valley. To reach families here you need the strong *local* newspapers — the three McClatchy newspapers. Each of these papers is the unquestioned favorite in its own part of the Valley. Together, they give you depth coverage of one of California's richest markets.



THE SACRAMENTO BEE

Leading newspaper in California's capital city. Reaches 9 out of 10 families in ABC city zone, over half of the families in ABC trading area.

THE FRESNO BEE

Fresno's only daily newspaper reaches 9 out of 10 families in ABC city zone, over half of the families in ABC trading area.

THE MODESTO BEE

Reaches 9 out of 10 families in ABC city zone, over one-half of the families in ABC trading area. Modesto's only daily newspaper.

Quick facts on California's Billion Dollar Valley of the Bees

Population	2,062,200	Families	644,300
Retail Sales			$2,450,787,000
Food Sales			$ 588,011,000
General Merchandise Sales			$ 187,150,000
Drug Sales			$ 60,148,000
Gross Cash Farm Income			$1,310,186,000
Net Effective Buying Income			$3,301,488,000
Effective Buying Income per Family			$ 5,124

Source: Sales Management's 1954 Copyrighted Survey

McCLATCHY NEWSPAPERS

National Representatives, O'Mara & Ormsbee

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from page 178)

ONTARIO-UPLAND (Calif.), REPORT (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
Food and/or Household Dept.: Food Pages, Thursday. Home & Garden pages, Friday.
Radio Station Affiliation: KOCS and KEDO (FM).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Mrs. Jerene Appleby Harnish; Rolph Fairchild
Picture Editor—Robert Boden
Society—Miss Dolores Davis

ORANGE (Calif.) NEWS (e)
Special Editions: Anniversary (May); Back-to School (Aug.).
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Cary
Aviation—William Cary
Book—Charles Voigt
Business-Financial—Charles Voigt
Church—Stan Allen
Columnists—Charles Voigt; Helen Abood; Jean Fairbairn; Florence Lobdell; Dick Arbenz
Editorial Writer—Charles Voigt
Education—Helen Abood
Farm—Steve Allen
Fashion—Helen Abood
Food—Helen Abood
Garden—Amy Palmiter
Motion Picture-Theatrical—John Altonn
Music—John Altonn
Photo. Dept. Mgr.—Stan Allen
Picture Editor—William Cary
Radio-Television—William Cary
Real Estate—Charles Voigt
Travel—Helen Abood
Society—Helen Abood

OROVILLE (Calif.) MERCURY-REGISTER (e)
Run-of-Paper Color Advs.: 1 color. Daily.
No Editions: New Years; July 4th; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Downs
Editorial Writer—Dan L. Beebe
Farm—Charles Randolph
Food—Charles Randolph
Garden—Charles Randolph
Librarian—Betty Vance
Photo. Dept. Mgr.—Wayne Williams
Picture Editor—Wayne Williams

OXNARD (Calif.), PRESS-COURIER(e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Special Editions: Industrial (Jan.); Spring Fashion (Easter); School (Aug.); Fall Fashion (Sept.);
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Carr
Book—Mrs. George Grimes
Church—Betty Jane Metzler
Editorial Writer—George Grimes
Education—Don Schneider
Librarian—Marion Dennis
Photo. Dept. Mgr.—Edward Clarke

PALO ALTO (Calif.), TIMES (e)
Advs. Not Accepted: Liquor; gambling; racing.
Special Editions: Spring Fashions (Mar.); Back-to-School (Aug.); Fall Fashions (Sept.); Christmas Edition (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Glenn Brown
Business-Financial—Glenn Brown
Columnists—Dallas E. Wood; Elinor V. Cogswell; Alexander Bodi
Editorial Writers—Elinor V. Cogswell; Alexander Bodi
Fashion—Cornelia Matijasevich
Garden—Arthur German
Librarian—Guy Miller
Photo. Dept. Mgr.—Eugene Tupper
Radio-Television—Ellis Walker
Real Estate—Glenn Brown
Society—Cornelia Matijasevich

PASADENA (Calif.), INDEPENDENT (m) (S)
Run-of-Paper Color Advs.: 1 color. Available Mon., Tues., Wed., Fri.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Fashion (Feb. & Sept.); New Years Tournament of Roses Pictorial (Jan.); Garden (Apr. & Oct. second Sundays).
Print Own Magazine: Yes.
Food and/or Household Dept.: Food column and pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Speck
Book—Lyle Nash
Business-Financial—Jack Cressman
Church—Jackie Russell
Columnists—Fred Runyon; Russ Leadabrand; Lyle Nash; Virginia Kay; Ed. Essertier; Jack King; Jackie Russell; Bob Shafer
Editorial Writers—Fred Runyon; Ed Essertier
Education—Jack Cressman
Fashion—Sally Runyon
Food—Zola Vincent
Garden—David I. Gilfillan
Librarian—Tom Wade
Motion Picture-Theatrical—Lincoln Haynes
Music—Gustav Albrecht
Photo. Dept. Mgr.—Don FitzGerald
Picture Editor—Elton Sewell
Radio-Television—Bill Bird
Real Estate—Jack Cressman
Travel—Hamilton Stewart
Society—Kim Blair

PASADENA (Calif.), STAR-NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Tournament of Roses (Jan.); Fall Fashion (Sept.); Spring Fashion (Feb.); Garden (Spring) (Mar.); Garden (Fall) (Oct.).
Syndicated Magazine Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Hughes
Book—Robert O. Foote
Business-Financial—E. B. McLaughlin
Church—C. Fred Shoop
Columnists—W. L. Blair; George Cecil Cowing; Charles D. Perlee; Joseph L. Mears, Jr.
Editorial Writers—W. L. Blair; George Cecil Cowing; Lee M. Merriman
Education—Jack Burtt
Fashion—Ruth Billheimer
Food—William Lines
Garden—Charles D. Perlee
Librarian—Alma Bogeman
Music—Charles D. Perlee
Photo. Dept. Mgr.—Ben C. Olender
Picture Editor—Max Laird
Radio-Television—Norman Johnson
Real Estate—Lu Spehr
Travel—Harry Hughes
Society—Ruth Billheimer

PASO ROBLES (Calif.), PRESS (e ex Sat)
Special Editions: Fair Edition (Aug.); Pioneer Day (Oct.).
No Editions: Christmas; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Thomas J. Barry
Society—Joanne S. Barry

PETALUMA (Calif.), ARGUS-COURIER (e)
Special Editions: Christmas (Nov.); Back to School (Aug.).
No Editions: Thanksgiving; Christmas; New Years; occasionally others.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Duncan H. Olmsted
Society—Mrs. Laura Frati

POMONA (Calif.), PROGRESS BULLETIN (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Gendron
Church—Larry Mann
Columnists—A. T. Richardson
Editorial Writer—A. T. Richardson
Garden—Harrison Stephens
Picture Editor—Joe Gendron
Society—Winifred Buckley

PORTERVILLE (Calif.), RECORDER (e)
Special Editions: Home Coming Edition (Nov.); Christmas Opening (Nov.); Back to School (Aug.); Dollar Days.
No Editions: Memorial Day; Christmas; New Years; Decoration Day; Thanksgiving; July 4th; Labor Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Homer W. Wood; Henry Brock, Jr.; Lee Clearman
Society—Harriet Walsh

RED BLUFF (Calif.), NEWS (e)
Special Editions: Bull Sale (Jan.); Christmas (Nov.).
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nelson Wilson
Book—Marion S. Walker
Church—Nelson Wilson
Editorial Writers—Nelson Wilson
Garden—Opal M. Tucker
Picture Editor—Nelson Wilson

REDDING (Calif.), RECORD-SEARCHLIGHT (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Paul C. Bodenhamer
Fashion—Mrs. Margaret Galloway
Food—Mrs. Margaret Galloway
Photo. Dept. Mgr.—Paul C. Bodenhamer
Society—Mrs. Margaret Galloway

REDLANDS (Calif.), FACTS (e)
Advs. Not Accepted: Liquor; help wanted outside.
Special Editions: Spring Fashion (Apr.); Fall Fashion (Oct.).
No Editions: Thanksgiving; Christmas; July 4th.

REDWOOD CITY (Calif.), TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor; horseracing.
Special Editions: Spring (Mar.); Fall (Sept.); Christmas (Nov.).
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Schutz
Book—John Lyman
Church—Michael Kernan
Columnists—Ray Spangler; Dallas Wood
Editorial Writers—David Schutz; Ray Spangler
Education—Otto Tallent
Fashion—Rita Clifford
Food—Zola Vincent
Music—John Lyman
Photo. Dept. Mgr.—Reginald McGovern
Picture Editor—David Schutz
Radio-Television—Ellis Walker
Society—Rita Clifford

RICHMOND (Calif.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Red Tag (Mar.); Dollar Day (July); Red Tag (Sept.); Christmas (Dec.).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ruth Canty
Book—Helen Williams
Business-Financial—Russell Whiting
Cartoonists—H. J. Colborne
Church—Al Martinez
Columnists—A. M. Richards, Jr.; Ed Leavitt; Gordon Raddue; Walter Heil; Helen Williams; Mario Cotruvo; George B. Tashman
Editorial Writer—A. M. Richards, Jr.
Fashion—Helen Williams
Food—Helen Williams
Garden—W. L. Wakeland (Fri.)
Motion Picture-Theatrical—Mario Cotruvo
Music—Winstead D. Smith
Photo. Dept. Mgr.—Robert Forsburg
Picture Editor—A. M. Richards, Jr.
Radio-Television—George Tashman
Real Estate—W. L. Wakeland
Travel—Helen Williams
Society—Helen Williams

RIVERSIDE (Calif.), ENTERPRISE (m) (S); PRESS (e)
Run-of-Paper Color Advs; Up to 4 colors. Daily. Second section only.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Building-Homes & Garden (Spring); Cooking School (April); Fall Fashion (Sept.).
No Editions: Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Food section Wed. & Sun; Home & Bldg. Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Hammond
Aviation—Bob Boden
Book—Beth Teters
Business-Financial—Margaret Steen
Church—Bob Boden
Columnists—George Rix; Margaret Steen; Garland Rose; Garland Griffen; Joe Wim
Editorial Writers—Howard H. Hays, Jr.; Norman A. Cherniss
Education—Tom Patterson
Farm—Bob Farrow
Fashion—Margaret Steen
Food—Lorraine Wallihan
Garden—R. H. Terrell
Librarian—Lucille Whithurst
Motion Picture-Theatrical—Beth Teters
Music—Beth Teters
Photo. Dept. Mgr.—Al Perrin
Picture Editor—Al Perrin
Radio-Television—Sheila Schlegel
Real Estate—Bob Farrow
Travel—Don MacPherson
Society—Margaret Steen

SACRAMENTO (Calif.), BEE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Fall Fashion (Sept.); Progress Edit. (Sept.); Christmas Edit. (Nov.).
Print Own Magazine: Yes.
Group Membership: Metro-Pacific Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KFBK and KFBK-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Helmer
Aviation—George E. Helmer
Book—Wm. C. Glackin
Cartoonist—Newton Pratt
Church—George E. Helmer
Editorial Writers—Roy V. Bailey; George Dean; Ralph Blagden
Education—George E. Helmer
Farm—Hamilton Hintz
Fashion—George E. Helmer
Food—Katherine Kitchen
Garden—Hamilton Hintz
Motion Picture-Theatrical—William C. Glackin
Music—William C. Glackin
Photo. Dept. Mgr.—Robert Handsaker
Picture Editor—George E. Helmer
Radio-Television—William C. Glackin
Real Estate—George E. Helmer

SACRAMENTO (Calif.), UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Fashion (Mar.); Fashion (Sept.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. M. (Bud) Yocum
Book—E. E. Nichols
Editorial Writer—J. L. Rosenberg
Fashion—Patti June
Food—Patti June
Garden—E. E. Nichols
Motion Picture-Theatrical—E. E. Nichols
Photo. Dept. Mgr.—Joe Benetti
Society—Patti June

SALINAS (Calif.), CALIFORNIAN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Any day in week.
Special Editions: Rodeo and Progress No. (July); Get Acquainted (April).
No Editions: New Years; July 4th; Labor Day; Christmas; Memorial Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Weekly-Home of Week; Thursday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Gordon
Aviation—Chas. Mitchell
Book—Dorothy Vera
Business-Financial—Max Gordon
Church—Max Gordon
Columnists—Max Gordon; H. McKay
Editorial Writer—Paul Caswell
Education—Francis Froehlicher, Jr.
Farm—George Whisler
Fashion—Donnie Nunes
Food—Jack Patton
Garden—George Whisler
Librarian—Eugenia Boyd
Motion Picture-Theatrical—Max Gordon
Music—Max Gordon
Photo. Dept. Mgr.—Del Gard
Picture Editor—Jack Patton
Radio-Television—Jack Patton
Real Estate—Jack Patton
Travel—Max Gordon
Society—Dorothy Vera

SAN BERNARDINO (Calif.), SUN (m); THE EVENING TELEGRAM (e); THE SUN-TELEGRAM (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Mail order; vending machine.
Special Editions: Orange Show (Mar.); Mountain Edition (June); Desert Edition (Apr.).
Group Membership: Texas Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. B. Adams, Jr.
Aviation—R. L. Harbison
Book—Meta Blackwell
Business-Financial—W. B. Adams, Jr.
Church—Lewis Barrett
Columnists—Meta Blackwell; R. L. Harbison; R. W. Davis; R. W. Davis, Jr.; Janice Kelly; J. A. Guthrie
Editorial Writers—R. W. Davis; J. A. Guthrie; R. W. Davis, Jr
Education—Hal McClure
Farm—John Schaefer
Fashion—Meta Blackwell
Food—Meta Blackwell
Garden—John Schaefer
Librarian—Edna K. Palmer
Motion Picture-Theatrical—Dee Phillips
Music—James K. Guthrie
Photo. Dept. Mgr.—Curt Armstrong
Picture Editor—Curt Armstrong
Radio-Television—Dee Phillips
Real Estate—W. B. Adams, Jr.
Travel—W. B. Adams, Jr.
Society—Meta Blackwell

SAN DIEGO (Calif.), DAILY TRANSCRIPT (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Edward Morrison
Editorial Writers—Edward Morrison; Lydia Landon Grandier; Aline Grandier Arbuckle
Real Estate—Edward Morrison

SAN DIEGO (Calif.), UNION (m) (S); EVENING TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily ex. Thursday.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro-Pacific Group.
Food and/or Household Dept: Food section (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Smith (m) (e) (S)
Aviation—Rembert James (m) (S); Guy Ryan (e)
Book—George Jones (m) (S); George Brown (e)
Business-Financial—Irvine Reynolds (m) (S)
Cartoonist—Ralph Yoes (m) (S)
Church—Charles Leoboidt;(m) (S); George Sutton (e)
Columnists—Henry Love; Maureen Connolly; Eileen Jackson; Jack Murphy; Irvine Reynolds; Don Freeman; Edwin Martin; Nelson Fisher; David Hellyer; Kathryn Steffer; George Sorenson (m) (S); Bruno Ussher; Neil Morgan; Naomi Baker; Gene Peach; Dave McIntyre; Frank Graham; George Herrick (e)
Editorial Writers—Herbert Klein; James S. Copley; Charles Johnson; (m) (S); Newell Jones; Dan Anderson (e)
Education—Bryant Evans (m) (S); Vincent Dunne (e)
Farm—Conant Moulton (m) (S); Ted Bush (e)
Fashion—Paula Kent & Helen Abel (m) (S); Betty Peach (e)
Food—Opal Crandall (m) (S); Betty Peach (e)
Garden—Justin Scharff (m) (S); Jack Cole (e)
Librarian—Charlotte Porte (m) (e) (S)
Motion Picture-Theatrical—Edwin Martin & Constance Herrschoff (m) (S); Gene Peach (e)
Music—Constance Herrshoff (m) (S); Bruno David Ussher (e)
Photo. Dept. Mgr.—Mike Hazelip (m) (e) (S)
Picture Editor—Jack Cooper (m) (S); Leo Bowler (e)
Radio-Television—Don Freeman (m) (S); Dave McIntyre (e)
Real Estate—Clyde Smith (m) (S); Frank Brown (e)
Travel—Robert E. Nichols (m) (S)
Society—Frank Rhoades (m) (S); Dorothy O Toole (e)

SAN FRANCISCO (Calif.), CALL-BULLETIN (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily; Option necessary.
Split Run Advertising: Every-other Paper.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Haverty
Aviation—George Rhodes
Book—Virginia Bullivant
Business-Financial—Lindsay Arthur
Cartoonists—Mike Parks;
Columnists—Marsh Maslin; Ted and Dorothy Friend
Editorial Writer—Andy Curtin
Fashion—Hazel Cummings
Food—Norene Bony
Librarian—S. Rasmussen
Motion Picture-Theatrical—Fred Johson
Music—Marie Hicks Davidson
Photo. Dept. Mgr.—Alec Loomis
Radio-Television—Bob Hall
Society—Dolores Waldorf

SAN FRANCISCO (Calif.), CHRONICLE (m) (S)
Run-of-Paper Colors Advs: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Financial & Advertising Review (Jan.); Travel-International (Feb.); Fashion (Mar.); Spring Gardens (Mar.); Indoor & Outdoor Living (Apr.); Summer Vacations (Apr.); Gourmet Guide (May); Travel-Domestic (May); Back-to-School (Aug.); Fall Fashions (Aug.); Fall Travel (Oct.); Children's Books (Nov.); Christmas Shopping (Nov.); Christmas Books (Nov.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept: Food section every Thursday.
Radio Station Affiliation: KRON FM
Television Station Affiliation: KRON TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leon Pinkson
Book—Joseph Henry Jackson
Business-Financial—Sidney Allen
Cartoonists—Robert Bastian
Columnists—Stanton Delaplane; Richard Friendlich; Abe Mellinkoff; Marjorie Trumbull; Royce Brier.
Editorial Writers—Templeton Peck; Alvin Hyman
Fashion—Evelyn Hannay
Food—Jane Gugel
Garden—Charles Downie
Librarian—Thelma Weber
Motion Picture-Theatrical—William Hogan
Music—Alfred Frankenstein
Photo. Dept. Mgr.—Clem Albers
Radio-Television—Terrence O'Flaherty
Travel—Polly Noyes
Society—Helene Rivers

SAN FRANCISCO (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs.: 1 color and Black. Monday thru Sat. 2 or 4 colors Tuesday & Thursday only. 4 colors Sun. Pictorial Review only.
Split Run Advertising: Page units only. Every-other Paper.
Special Editions: Business Forecast (Approx. Jan. 1).
Print Own Magazine: Yes.
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Meeken
Business-Financial—Charles St. Peter
Cartoonists—Wiley Smith
Church—Dorothy Paul
Columnists—Herb Caen; A. Dwight Newton
Editorial Writers—Dick Pearce
Food—Prudence Penny

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

SAN FRANCISCO EXAMINER—Cont'd

Garden—Peter Greenleaf
Librarian—Larry Lieurance
Motion Picture-Theatrical—Hortense Morton
Music—Alexander Fried
Photo. Dept. Mgr.—J. De Narie
Picture Editor—Wm. Mork
Radio-Television—A. Dwight Newton
Travel—H. Jorgensen
Society—Mrs. Marion McEniry

SAN FRANCISCO (Calif.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Subject to censorship.
Special Editions: Baseball (April); Travel (May); Baby (June).
Food and/or Household Dept.: Daily Food Column. Special Section Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Little
Aviation—Henry Kusserow
Book—Ken Carnahan
Business-Financial—John Piper
Church—Mary Manzoni
Columnists—Arthur Caylor; Jack Rosenbaum; Paul Speegle
Editorial Writers—Frank Ford; Paul Edwards
Education—William Burkhardt
Fashion—Theodocia Stavrum
Food—Ruth Thompson
Librarian—Alyce Kniveton
Motion Picture-Theatrical—Emilia Hodel
Music—Marjorie Fisher
Photo. Dept. Mgr.—Edward Murphy
Radio-Television—Paul Speegle
Real Estate—George Cashion
Travel—Henry Kusserow
Society—Helen Civelli Brown

SAN JOSE (Calif.), MERCURY (m); NEWS (e); MERCURY-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Retail Mail Order and medical in bad taste.
Special Editions: Garden Section (March); National Homes Section (Sept.).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Oscar Liden
Aviation—Oscar Liden
Book—Phil Watson
Business-Financial—Norman Bowman
Cartoonist—Matt Krier
Church—Esther Walker
Columnists—Frank Freeman; Dick Barrett
Editorial Writers—Wilson Albee; Oscar Liden; Arthur Stokes; Paul Conroy; Mark Wright
Education—Dwight Mitchell
Farm—Carroll Hurd
Fashion—Esther Walker
Food—Margaret Blanchard
Garden—Carroll Hurd
Librarian—Roger Clarke
Motion Picture-Theatrical—Marta Morgan
Music—Marta Morgan
Photo. Dept. Mgr.—William Regan
Picture Editor—Oscar Liden
Radio-Television—Gerry C. Howe
Real Estate—Norman Bowman
Travel—Mark Wright
Society—Esther Walker

SAN LUIS OBISPO (Calif.), TELEGRAM-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Monday thru Friday.
Split Run Advertising: Every-other Paper. Sat.
No Editions: Christmas; New Years.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Celia Jensen
Columnists—John Sarber; Andy Anderson; Ed Bradley; Harry Borah
Editorial Writers—R. W. Goodell
Farm—Elliot Curry
Fashion—Celia Jensen
Society—Celia Jensen

SAN MATEO (Calif.), TIMES & DAILY NEWS LEADER (e)
Run-of-Paper Color Advs: Up to 4 colors. Three day leeway requested.
Special Editions: Spring Fashions (March); Fall Fashions (Sept.); Christmas Gift Edition (Nov.); Back to School Edition (Aug.)
DEPARTMENTAL EDITORS and/or MANAGERS
Garden—Iva Newman
Radio-Television—Bob Foster
Society Jane Barber

SAN RAFAEL (Calif.), INDEPENDENT-JOURNAL (e)
Run-of-Paper Color Advs.: Full color. Daily.
Annual Special Editions: Spring Fashion (March); Travel (Feb.); Fall Fashion (Sept.); Nat'l Home Week (Sept.).
No Editions: Christmas, New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Print Own Magazine: Yes.
Radio Station Affiliation: KTIM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Weese
Cartoonist—Fred Atkinson
Church—Wm. White
Editorial Writer—Chapin Day
Fashion—Florence Donnelly
Food—Jack Weese
Librarian—Hope Whitney
Photo. Dept. Mgr.—Ken Molino
Society—Florence Donnelly

SANTA ANA (Calif.), REGISTER (e) (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—R. C. Hoiles; F. H. Cooey

SANTA BARBARA (Calif.), NEWS PRESS (e) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily& Sun.
Split Run Advertising: Every-other Paper
Special Editions: Annual Fiesta Edition; Cooking School; Dollar Day; Fall & Summer Fashions; Home Editions.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: KTMS, Santa Barbara; KCOY, Santa Maria.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. A. Storke; Richard MacMillan

SANTA CRUZ (Calif.), SENTINEL-NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; Thanksgiving; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred McPherson Jr.
Columnists—Ernest Otto; Preston Sawyer
Editorial Writers—Gordon Sinclair
Food—Betty Bushman
Society—Betty Bushman

SANTA MARIA (Calif.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Ed A. Laubengayer; Bill Sherrill; Jim Garrett (Sports).
Editorial Writer—Ed A. Laubengayer
Farm—Wm. B. Sherrill
Fashion—Emma Brians
Food—Emma Brians
Garden—Wm. B. Sherrill
Photo. Dept. Mgr.—Bob Beckman
Radio-Television—Jim Garrett
Society—Emma Brians

SANTA MONICA (Calif.), OUTLOOK (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Radio Station Affiliation: KOWL.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. A. Alvord
Aviation—Richard Sweeney
Book—Robert E. McClure
Business-Financial—Robert E. McClure
Church—Donna Walburn
Columnist—Louise Randall Pierson
Editorial Writer—Robert E. McClure
Education—K. C. Cowick
Fashion—Dora Mae Priester
Food—Richard Sweeney
Garden—Richard Sweeney
Librarian—Staff
Music—R. Grippenwalt
Photo. Dept. Mgr.—E. Hanson
Picture Editor—E. Hanson
Real Estate—Richard Sweeney
Society—Dora Mae Priester

SANTA ROSA (Calif.), PRESS DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. except Sat.
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food page Thursday and Sunday.
Radio Station Affiliation: KSRO.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Mike Pardee
Cartoonists—Doug Bundock
Church—Byrd Wyler Kellogg
Editorial Writers—Charles F. Carson; Dan Bowerman; Art Volkerts
Education—Keith Allen
Farm—Mike Pardee
Fashion—Roby Gemmel
Food—Byrd Wyler Kellogg
Garden—Byrd Wyler Kellogg
Librarian—Susan Bollinger
Music—Keith Allen
Photo. Dept. Mgr.—L. G. Hamilton
Picture Editor—Dwight Geduldig
Radio-Television—Vi McKean
Real Estate—Wm. Duddelson
Travel—A. W. Harville
Society—Roby Gemmel

SONORA (Calif.), DAILY (e)
Printed by Photo Offset.
Special Editions: Automobile (Dec.); Back-to-School (Aug.); Vacations (July).
No Editions: National Holidays.
Food and/or Household Dept: Food & Household Wed.
Radio Station Affiliation: KROG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—O. K. Peckham
Fashion—Vicky Menendez
Food—Mrs. Frances Fitch
Society—Bernice Waddelow

STOCKTON (Calif.), RECORD (e)
Advs. Not Accepted: Display from out of town.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Bert Whitman
Church—Scott Matthews
Editorial Writers—Ross Williams; Phil Beaton; Avery Kizer
Farm—Jim Morrison
Garden—Wm. Rogers
Librarian—Marie Shoemaker
Photo. Dept. Mgr.—Fred Feary
Picture Editor—Mel Bennett
Real Estate—I. Sprague
Society—Marcia Doty

TAFT, (Calif.), MIDWAY DRILLER (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.

TULARE (Calif.), ADVANCE-REGISTER (e)
No Editions: Thanksgiving and Christmas.
Food and/or Household Dept.: Food Page. Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom R. Hennion
Aviation—Tom R. Hennion
Book—Tom R. Hennion
Church—R. H. Dibble
Columnists—R. H. Dibble; Tom Kirwan; James Wrightson, Tom Hennion
Editorial Writers—Tom Hennion; R. H. Dibble
Farm—James Wrightson
Fashion—Mattie Lichtenberger
Food—Mattie Lichtenberger
Garden—James Wrightson
Librarian—Bonnie Stanley
Photo. Dept. Mgr.—Louis Walther
Picture Editor—Louis Walther
Radio-Television—Bonnie Stanley
Society—Mattie Lichtenberger

TURLOCK (Calif.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Spring Fashion (March); District Fair (Aug.); Turkey Show (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Cummerow
Aviation—David Cummerow
Book—David Cummerow
Business-Financial—David Cummerow
Church—Helen Smith
Columnists—David Cummerow; Stan Wilson
Editorial Writers—Stanley T. Wilson
Education—David Cummerow
Farm—Roy Thorson
Fashion—Helen Smith
Food—Helen Smith
Garden—David Cummerow
Librarian—Chuck Dowell
Motion Picture-Theatrical—David Cummerow
Music—Helen Smith
Photo. Dept. Mgr.—Chuck Dowell
Picture Editor—Chuck Dowell
Radio-Television—Helen Smith
Real Estate—David Cummerow
Travel—David Cummerow
Society—Helen Smith

UKIAH (Calif.), JOURNAL (e)
No Editions: National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—H. M. Ivey
Editorial Writer—Don Zylstra
Picture Editor—B. A. Cober

VALLEJO (Calif.), TIMES-HERALD (m) (S); NEWS-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Cook Book (Apr. & Nov.); County Fair (July); Fashion (Apr. & Sept.); Armed Forces Day.
No Editions: (e) New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs. (e).
Radio Station Affiliation: KVON - Napa.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James P. Gardner (S)
Columnists—Milton Dunlap (m); Anita Garrett (e)
Editorial Writers—Wyman Riley (m); Will Stevens (S)
Librarian—Bernyce Buckley (m) (e) (S)
Farm—Hobart Maynard (S)
Fashion—Marion E. Devlin (e) (S)
Food—Marion E. Devlin (e) (S)
Garden—Milton Dunlap (S)
Music—Louise Johnson (S)
Society—Marion E. Devlin (e) (S)

VENTURA (Calif.) STAR-FREE PRESS (e)
Special Editions: Oil Progress (Sept.-Oct.); County Fair (Oct.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Cleer
Church—Fred Cleer
Columnists—Joe Paul, Jr.; Bob Holt; Marvin Sosna
Editorial Writers—Roy Pinkerton; Jack McHenry
Fashion—Betty Wentworth
Food—Fred Uthoff
Librarian—Daniel Good
Motion Picture-Theatrical—Fred Cleer
Music—Betty Wentworth
Photo. Dept. Mgr.—Cliff McNair. Jr.
Picture Editor—Cliff McNair, Jr.
Radio-Television—Fred Cleer
Society—Betty Wentworth

WATSONVILLE (Calif.), REGISTER-PAJARONIAN (e)
Advs. Not Accepted: Mail order.
No Editions: Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry McKeown
Book—Frank F. Orr
Editorial Writers—Frank F. Orr
Photo. Dept. Mgr.—Sam Vestal
Picture Editor—Ward Bushee
Society—Nancy Dahill

WHITTIER (Calif.), NEWS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Advs. Not Accepted: Liquor; spiritualists.
Special Editions: Home & Garden (Mar.); Spring Fashion (Mar.); Outdoor Living (Jan.); Fall Fashion (Sept.); Home & Garden (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Harry Bortin
Columnists—Harry Young; Mel Rich; James Woodward
Editorial Writer—Mynatt Smith
Fashion—Loverne Morris
Garden—Molly Burrell
Photo. Dept. Mgr.—Robert Poor
Picture Editor—Mel Rich
Real Estate—Harry Bortin
Society—Loverne Morris; Betty Shellburne

WILLOWS (Calif.), JOURNAL (e)
Split Run Advertising: Geographically, Daily.
Special Editions: Spring Opening (Mar.); Lamb Derby (May); Vacation Days (June); Back-to-School (Aug.); Hunters' Guide (Nov.).
No Editions: New Years; Washingtons Birthday; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Page(s) Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Westlund
Aviation—Harold Westlund
Book—Charles J. Gleeson
Business-Financial—Charles J. Gleeson
Cartoonist—Marilyn Deter
Church—Harold Westlund
Columnists—Harold Westlund; Helen Scheeline; Marilyn Deter; Elizabeth Eubank
Editorial Writers—Edwin F. Davis; Charles J. Gleeson
Education—Charles J. Gleeson
Farm—Charles J. Gleeson
Fashion—Marilyn Deter
Food—Marilyn Deter
Garden—Helen Scheeline
Librarian—Rebekah Vickman
Motion Picture-Theatrical—Harold Westlund
Music—Charles J. Gleeson
Photo. Dept. Mgr.—John F. Wood
Picture Editor—Sidney Dukatz
Radio-Television—Charles J. Gleeson
Real Estate—Harold Westlund
Travel—Harold Westlund
Society—Marilyn Deter

WILMINGTON (Calif.), PRESS-JOURNAL (e)
Run-of-Paper Color Advs.: Yes.
Special Editions: Harbor Day (May); Labor Day (Sept.); Christmas (Dec.).
No Editions: All legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. W. Cross
Church—Mayilym Borst
Columnists—Tige Clinton
Editorial Writers—Edsel Newton
Food—C. A. Shell
Radio-Television—Tom Danson
Society—Ann Dryer

WOODLAND (Calif.), DEMOCRAT (e)
Special Editions: County Fair (Aug.); Back to School (Sept.); 4-H Auction (March).
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food pages on Thursday, Friday; Household on Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth E. Leake
Aviation—Charles S. Paynton
Book—Don Richardson
Business-Financial—Kenneth E. Leake
Church—Dana Slayman
Columnists—Charles S. Paynton; Ward Ellis; Virginia Erickson
Editorial Writers—Kenneth E. Leake; Paul R. Leake; Charles S. Paynton
Education—Patricia Sikes
Farm—Charles S. Paynton
Fashion—Virginia Erickson
Food—Pauline Rowland
Garden—Helen Marie Paynton
Librarian—Dana Slayman
Motion Picture-Theatrical—Patricia Sikes
Music—Helen Marie Paynton
Photo. Dept. Mgr.—James Irvine
Picture Editor—Robert Slayman
Radio-Television—Dana Slayman
Real Estate—Carl Irving
Travel—Charles S. Paynton
Society—Virginia Erickson

YREKA (Calif.), SISKIYOU NEWS (e)
Special Editions: Christmas greeting (Dec.); Graduation (May); Fair (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edgar J. Foss
Business-Financial—Edgar J. Foss
Editorial Writers—Edgar J. Foss; Iris Nelson
Fashion—Iris Nelson
Food—Iris Nelson
Society—Iris Nelson

COLORADO

ALAMOSA (Colo.), COURIER (e)
Advs. Not Accepted: Vending machine adv.
Special Editions: 1st baby of the year; Spring Fashion-Spring Home; Spring & Fall Shoe; Fall Fashion; Christmas Opening.
No Editions: New Years, Thanksgiving & Christmas.
Food and/or Household Dept: Food column daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gil Parks
Aviation—Charles Barnes
Book—Mildred Burns
Business-Financial—Jack Wellenkotter
Church—Mildred Burns
Columnist—Jack Wellenkotter
Editorial Writer—Jack Wellenkotter
Education—Gil Parks
Farm—Jack Wellenkotter
Fashion—Mildred Burns
Food—Mildred Burns
Garden—Mildred Burns
Librarian—Mildred Burns
Motion Picture-Theatrical—Gil Parks
Music—Gil Parks
Photo. Dept. Mgr.—Charles Barnes
Picture Editor—Charles Barnes
Radio-Television—Jack Wellenkotter
Real Estate—Jack Wellenkotter
Travel—Jack Wellenkotter
Society—Mildred Burns

BOULDER (Colo.), CAMERA (e)
Run-of-Paper Color Advs: Up to 1 color & black. 3-day option required.
Advs. Not Accepted: Vending Machine.
Annual Special Editions: Building Section (Apr.); Back-to-School (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Paddock
Book—James D. Corriell
Business-Financial—A. A. Paddock
Church—Arlene Neill
Columnist—Howard Baxter
Editorial Writers—James D. Corriell; Robert C. Looney; A. A. Paddock
Education—Arlene Neill
Farm—A. A. Paddock
Fashion—Lillian White
Food—A. A. Paddock
Librarian—A. A. Paddock
Motion Picture-Theatrical—Laurie Paddock
Photo. Dept. Mgr.—Laurie Paddock
Picture Editor—Laurie Paddock
Radio-Television—Arlene Neill
Travel—Laurie Paddock
Society—Lillian White

(Continued on page 182)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

COLORADO—Cont'd

(Continued from page 181)

CANON CITY (Colo.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. T. Little, Jr.
Editorial Writers—Don Hardy
Society—Betty Short

COLORADO SPRINGS (Colo), FREE PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Homes (June); Brides (May & Dec.); Industries (May).
Syndicated Magazine Section Carried: The Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Johnny Coutts
Book—C. Poulos
Church—Salli Archer
Columnist—Wes Bradley
Editorial Writers—Edwin P. Hoyt: Constantine Poulos
Education—Harold Wynne
Farm—Del Kindschi
Fashion—Carolyn Samson
Food—Carolyn Samson
Garden—Carolyn Samson
Motion Picture-Theatrical—Salli Archer
Music—Hannelore Yager
Photo. Dept. Mgr.—Ed Welter
Radio-Television—Salli Archer
Real Estate—Bert Nielsen
Society—Carolyn Samson

COLORADO SPRINGS (Colo.), GAZETTE TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
Special Editions: Tourist Edition (May); Home Fashions (Sept.); Men & Women Fall Fash. (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Hutchinson
Book—John Fetler
Business-Financial—Byron Achers
Cartoonists—Del Nelson
Church—Alta Dudley
Columnist—Alfred Goldfarb (Sport)
Farm—Virgil Quinlisk
Fashion—Glad Morath
Food—Glad Morath
Garden—Virgil Quinlisk
Librarian—Mrs. Ruth Erwin
Motion Picture-Theatrical—W. G. Hutchinson
Music—John Fetler
Photo. Dept. Mgr.—Stan Payne
Picture Editor—W. G. Hutchinson
Radio-Television—Ruth Erwin
Real Estate—Byron Akers
Society—Glad Morath

DENVER (Colo.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Mon., Tue., Wed. Sun. 1 color. Others on request.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions (S): Auto (March); Travel (June & Dec.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column and household page. Magazine food page (roto).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Randall Gould
Book—Bruce Hamby
Business-Financial—Robert Murray
Cartoonists—Paul F. Conrad; William H. Brown; Robert W. Bowie
Columnists—Barnet Nover; Bruce Gustin; Jack Carberry
Editorial Writers—Lawrence Martin; Robert Lucas; L. A. Chapin; Bruce Gustin; Stanton Peckham
Farm—Ralph L. Partridge
Fashion—Gretchen A. Weber
Food—Helen Messenger
Garden—Ralph L. Partridge
Librarian—Lorena M. Jones
Motion Picture-Theatrical—Alex N. Murphree
Photo. Dept. Mgr.—Floyd McCall
Radio-Television—Bruce Hamby
Travel—Bruce Hamby
Society—Helen Messenger

DENVER (Colo.), ROCKY MOUNTAIN NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily and Sunday.
Split Run Advertising: Every-other Paper.
Special Editions: Auto Show Section
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren Lowe
Aviation—Warren Lowe
Book—Robert Perkin
Business-Financial—Warren Lowe
Columnists—Pasquale Marranzino; Robert L. Chase
Editorial Writer—Robert L. Chase
Fashion—Elizabeth Wyner
Librarian—Frank Willis
Motion Picture-Theatrical—Frances Melrose
Photo. Dept. Mgr.—Harry Rhoads
Society—Elizabeth Wyner

DURANGO (Colo.), HERALD-NEWS (e) (S)
Special Editions: Basin Booster (May); Fiesta Edition (July).
No Editions: Decoration Day; July 4th; Thanksgiving; Christmas.
Print Own Magazine: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gil Rusk
Book—Morley Ballantine
Business-Financial—Dick Cunningham
Church—Nancy Elliot
Columnist—Robert White
Editorial Writers—Arthur Ballantine, Jr.; Morley Ballantine; Robert White.
Education—Gil Rusk
Farm—Dick Cunningham
Fashion—Nancy Elliot
Food—Nancy Elliot
Garden—Nancy Elliot
Motion Picture-Theatrical—Morley Ballantine
Music—Nancy Elliot
Photo. Dept. Mgr.—Thomas Neal
Picture Editor—Robert White
Real Estate—Larry Dick
Travel—Nancy Elliot
Society—Nancy Elliot

FORT MORGAN (Colo.), TIMES (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Howdy Day (Aug.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Home Demonstration Agent's column weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Boggs
Book—Fern H. Spencer
Church—R. B. Spencer
Editorial Writer—R. B. Spencer
Farm—Robert W. Spencer
Fashion—Anna Mary Brock
Food—Fern H. Spencer
Garden—Madge Houston
Librarian—Madge Houston
Motion Picture-Theatrical—Anna Mary Brock
Music—Fern H. Spencer
Photo. Dept. Mgr.—Madge Houston
Picture Editor—Robert W. Spencer
Travel—Joe Boggs
Society—Anna Mary Brock

GRAND JUNCTION (Colo.), DAILY SENTINEL (e) (S)
Run-of-paper Color Advs.: Up to 2 colors. Subject to press limitations.
Special Editions: Spring Fashion (Apr. or Mar.); Fall Fashion (Sept.); Back to school (Aug.); Home-Building Editions-Spring (Apr. or May), Fall (Sept. or Oct.).
No Editions: Christmas; Thanksgiving.
Magazine Section Carried: Family Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mildred Shaw
Editorial Writers—Walter Walker; Estelle Walker Reese
Farm—Sam Gadd
Fashion—Mary Louise Giblin
Society—Mary Louise Giblin

GREELEY (Colo.), DAILY TRIBUNE (e)
Run-of-paper Color Advs.: Up to 2 colors. Daily except Thurs.
Advs. Not Accepted: Liquor; vending machines.
No Editions: July 4th. Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert Widlund
Editorial Writer—F. E. Merrill
Farm—Paul H. Emery
Fashion—Josephine Miller
Librarian—Beverly Barrett
Motion Picture-Theatrical—Marilyn Tammany
Photo. Dept. Mgr.—Joseph Phelan
Radio-Television—Beverly Barrett
Society—Josephine Miller

LA JUNTA (Colo.), TRIBUNE DEMOCRAT (e)
Split Run Advertising: Geographically.
Special Editions: Early Settlers (Aug.); Kids Rodeo (Aug.).
No Editions: Christmas; New Years; July 4th; Decoration Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Spencer Burtis
Editorial Writer—Al Burtis
Farm—Maxine Cash
Food—Maxine Cash
Motion Picture-Theatrical—Maxine Cash
Photo. Dept. Mgr.—Al Burtis
Society—Maxine Cash

LAMAR (Colo.), NEWS (e)
Special Editions: Lamar Day (May); Rodeo and Fair (Aug.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Radio Station Affiliation: KLMR
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Vaughan Greene
Editorial Writers—Fred M. Betz, Sr.; Fred M. Betz, Jr.; Daniel D. Winston.
Farm—Daniel D. Winston
Society—Mrs. Vaughan Greene

LEADVILLE (Colo.), HERALD DEMOCRAT (e)
Special Editions: New Year (Dec. 31).
No Editions: July 4th; Thanksgiving; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joann Kerzon
Society—Joann Kerzon
Address other editorial correspondence to Joe McConnell.

LOVELAND (Colo.), REPORTER-HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas; Dollar Day.
No Editions: Christmas; Thanksgiving; New Years; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Raymond Adams
Aviation—Dan F. Freddy
Book—E Linda Evans
Business-Financial—H. E. Holden
Church—Raymond Adams
Editorial Writer—H. E. Holden
Education—E Linda Evans
Farm—Raymond Adams
Fashion—E Linda Evans
Food—E Linda Evans
Garden—E Linda Evans
Librarian—Raymond Adams
Motion Picture Theatrical—Dan Freddy
Music—E Linda Evans
Photo. Dept. Mgr.—Dan F. Freddy
Picture Editor—Raymond Adams
Real Estate—H. E. Holden
Travel—Dan F. Freddy
Society—Mrs. Pete Kamla

MONTROSE (Colo.), PRESS (e ex. Sat)
Special Editions: Christmas (Dec.); Rodeo (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Willis A. Gillaspey.
Society—Lois Stakebake

PUEBLO (Colo.), CHIEFTAIN (m); STAR-JOURNAL (e); STAR-JOURNAL & SUNDAY CHIEFTAIN (S)
Run-of-Paper Color Advs: 1 color
Split Run Advertising: Daily & Sun. By special Inquiry.
Special Editions: New Year (Jan.); Colo. State Fair (Aug.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Frank S. Hoag; Frank S. Hoag, Jr.
Society—Helen Trent

ROCKY FORD (Colo.), GAZETTE (e)
Special Editions: Arkansas Valley Fair (Aug.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and /or MANAGERS
Columnist—Eleanor Lacy
Society—Lorena Loughmiller

SALIDA (Colo.), MAIL-RECORD (e ex. Sat)
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Oyler
Aviation—George E. Oyler
Book—Eleanor Fry
Business-Financial—George E. Oyler
Church—Ethel Purdom
Editorial Writers—George E. Oyler; Eleanor Fry
Education—Eleanor Fry
Farm—George E. Oyler
Fashion—Eleanor Fry
Food—Eleanor Fry
Garden—Eleanor Fry
Librarian—Ethel Purdom
Motion Picture-Theatrical—Eleanor Fry
Music—Eleanor Fry
Picture Editor—George E. Oyler
Real Estate—George E. Oyler
Travel—Eleanor Fry
Society—Eleanor Fry

STERLING (Colo.), ADVOCATE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Rodeo & Fair (Aug.); Soil Conservation (Mar.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: NEA 8 page colored comics.
Group Membership: Home-Town Newspapers.
Food and/or Household Dept.: Food Pages every Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Wood
Business-Financial—Jack Fought
Church—Robert C. Carrington
Editorial Writer—Robert Petteys; Anna C. Petteys
Fashion—Irene Lipsom
Photo. Dept. Mgr.—Robert Carrington
Picture Editor—Cliff Edwards
Real Estate—John Dugan
Society—Irene Lipsom

TRINIDAD (Colo.), CHRONICLE-NEWS (e)
Special Editions: Roundup (Aug.); Back to School (Aug.); Christmas (Dec).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Elisia Montez
Address other editorial correspondence to Fred Winsor.

CONNECTICUT

ANSONIA (Conn.), SENTINEL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joseph P. Heaphy
Cartoonist—Dana Tinti
Church—F. A. Princevalli
Columnists—Joseph P. Heaphy; H. A. Stocking.
Editorial Writer—Charles H. Flynn
Picture Editor—Charles H. Flynn

BRIDGEPORT (Conn), HERALD (S)
Run-of-paper Color Advs.: 1 color.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. J. Miller
Aviation—Joseph P. Russo
Book—Leigh Danenberg
Business-Financial—Thomas Allen
Church—John P. Kelly
Columnists—Harry Neigher; Ethel Beckwith; F. A. Wooding; Thomas P. Allen
Editorial Writers—Leigh Danenberg; F. A. Wooding; Thomas P. Allen
Farm—Leo Gold
Fashion—Anne Bridge
Food—A. J. Miller
Garden—Eric Sandahl
Librarian—Joan Reck
Motion Picture-Theatrical—Harvey Katz
Music—Ethel Beckwith
Photo. Dept. Mgr.—Frank Gerratana
Picture Editor—Harvey Katz
Radio-Television—Harvey Katz
Real Estate—Eric Sandahl
Travel—Martin J. Allen
Society—Anne Bridge

BRIDGEPORT (Conn.), TELEGRAM (m); POST (e) (S)
No Editions: New years; Washington's Birthday; Decoration Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John H. Reck (e); Robert L. Sawyer (S)
Book—Taylor F. Glenn (S)
Cartoonist—Edward C. Kozlowski (S)
Editorial Writers—George C. Waldo (m) (e) (S); Charles J. McGill (m) (e) (S); Charles A. Thomas (m) (e) (S)
Fashion—Alice Connolly (e) (S)
Librarian—Katharine C. O'Sullivan (e); Thomas F. Magner (S)
Motion Picture-Theatrical—Fred H. Russell (m) (e) (S)
Music—Therese Pascone (S)
Photo. Dept. Mgr.—Alfred R. Mathewson (m) (e) (S)
Radio-Television—Fred H. Russell (m) (e) (S)
Real Estate—Benjamin D. Kornfield (S)
Society—Barbara E. Nettleton (m); Winifred Nicholas (e) (S)

BRISTOL (Conn.), PRESS (e)
Advs. Not Accepted: Hard liquor.
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wednesdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred K. Swales
Aviation—C. S. Barnes
Book—C. S. Barnes
Business-Financial—E. B. Barnes
Church—C. S. Barnes
Columnists—Lou Bachman; Chuck McCarthy.
Editorial Writers—Lou Bachman; E. J. Phelan
Education—E. B. Barnes
Farm—C. S. Barnes
Fashion—Genevieve Trella
Food—Genevieve Trella
Garden—E. B. Barnes
Librarian—C. S. Barnes
Motion Picture-Theatrical—C. S. Barnes
Music—Elsie Bochus
Photo. Dept. Mgr.—E. B. Barnes
Picture Editor—C. S. Barnes
Radio-Television—Elizabeth Mattoon
Real Estate—E. B. Barnes
Travel—E. B. Barnes
Society—Elsie Bochus

DANBURY (Conn.), NEWS-TIMES (e)
Advs. Not Accepted: Mail order; speculative investments.
Special Editions: Auto Show (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stephen A. Collins
Book—Marshall C. Rogers
Business-Financial—Max H. Foley Jr.
Cartoonist—Robert J. Donovan
Church—Stephen A. Collins
Editorial Writer—Marshall C. Rogers
Education—Stephen A. Collins
Fashion—Robina C. Clark
Food—Mary A. Middleton
Garden—William J. Lauf
Librarian—Jerrold H. Davis
Motion Picture-Theatrical—Stephen A. Collins
Music—Robina C. Clark
Photo. Dept. Mgr.—Arnold L. Osborne
Picture Editor—Stephen A. Collins
Radio-Television—Mary A. Middleton
Real Estate—Robert E. Lauf
Society—Robina C. Clark

GREENWICH (Conn.), TIME (e ex. Sat)
Special Editions: Fashion (2) (Apr. Sept.); Cooking School (Feb.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Column Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Young
Aviation—Frank Bostwick
Book—Ted Yudain
Cartoonist—Ted Yudain
Church—William Young
Columnist—Charles Pirro, Jr.
Editorial Writer—Ted Yudain
Education—Frank Bostwick
Fashion—Helen Flynn
Food—Martha Adams
Motion Picture-Theatrical—William Young
Photo. Dept. Mgr.—Nick Venderosa
Picture Editor—Nick Venderosa
Real Estate—William Young
Travel—Frank Bostwick
Society—Helen Flynn

HARTFORD (Conn.), COURANT (m) (S)
Split Run Advertising: Every-other-paper daily except Sunday.
Annual Special Editions: (Sunday only) Financial Section (Jan.); Auto Section (Feb.); Spring Fashion Section (Mar.); Industrial Review Section (Apr.); Garden Section (Apr.): Air Conditioning Section (May); Travel and Resort Section (May); Refrigeration Section (June); Safety Section (June); Back to School Section (Aug.); Home Heating Section (Sept.); Home Fashion Section (Sept.); National Home Week Section (Sept.); Do It Yourself Section (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert St. Martin
Book—H. Viggo Andersen
Business-Financial—Alfred E. Magnell
Cartoonist—Philip Uzanas
Church—Mary Goodwin
Columnists—Daily—M. Oakley Stafford; Thomas E. Murphy; Jack D. Zaiman; Robert Zaiman; William J. Lee; Frank Atwood; Arthur J. Kiely, Jr.
Sunday—T. H. Parker; Jack D. Zaiman; Robert Zaiman; Keith Schonrock; Robert D. Byrnes; William J. Lee, Carl D. Jenson; George Ford; Clifford Knight; James F. Looby.
Editorial Writers—Maurice R. Cronan; Thomas E. J. Keena; Thomas E. Murphy
Education—James F. Looby
Farm—Frank F. Atwood
Fashion—Edyth Radom
Food—Edyth Radom
Garden—H. Viggo Andersen
Librarian—Alice Lichtenstein
Motion Picture-Theatrical—T. H. Parker (Theatre) H. Viggo Andersen (Motion P)
Music—T. H. Parker
Photo. Dept. Mgr.—Philip Acquaviva
Picture Editor—H. Viggo Andersen
Radio-Television—H. Viggo Andersen
Real Estate—Robert Stinson
Travel—H. Viggo Andersen
Society—Edyth Radom

HARTFORD (Conn.), TIMES (e)
Split Run Advertising: Every other Paper.
Special Editions: Financial Section (Jan.); Automobile Section (Feb.); Home Show Section (Feb.);

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HARTFORD (CONN) TIMES—Cont'd

Flower & Garden Section (Mar.); Spring Fashion Section (Mar.); Home Building Section (Apr.); Industrial Section (May); Spring Vacation Guide (May); Safety Section (June); Modern Home Section (June); Summer Vacation Guide (June); Heating Section (Aug.); Back to School (Aug.); Home Fashion Section (Sept.); Furniture Show Section (Oct.); National Home Week (Sept.); Winter Vacation Guide (Dec.).
No Editions: Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGTH-AM
Television Station Affiliation: WGTH-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elliot Barnett
Aviation—F. Leonard Murphy
Book—Theodore L. Holden
Business-Financial—Irving S. Copeland
Cartoonists—Edmund Valtman; John Anderson
Editorial Writers—John Ramaker; Moses Berkman; Albert Prince; Sereno Gammell
Farm—George W. Bragdon
Fashion—Edrie Van Dore
Food—Edrie Van Dore
Garden—Elsie H. Cochrane
Librarian—Doris B. Stewart
Motion Picture-Theatrical—Allen M. Widem
Music—Evans Clinchy
Photo. Dept. Mgr.—Einar G. Chindmark
Picture Editor—Robert R. Lewis
Radio-Television—Leslie Young
Real Estate—Allyn Hemenway
Travel—Barney Laschever
Society—Eleanor Adams

MANCHESTER (Conn.), HERALD (e)
Special Editions: Auto Section (Feb.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Mary Taylor
Editorial Writer—Allan Olmstead
Food—Leon A. Thorp
Photo. Dept. Mgr.—Sylvian Ofiara

MERIDEN-WALLINGFORD (Conn.), RECORD (m) JOURNAL (e)
No Editions: Labor Day (m only); Thanksgiving (m only); Christmas; New Years; July 4th.
Food and/or Household Dept.: Thurs & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles G. Iwanicki (m) (e)
Book—Blanche Hixson Smith (m); Sanford H. Wendover (e)
Columnists—Herman H. Angel (m); George Groobert (e)
Editorial Writers—Blanche Hixon Smith; Barbara C. White; Warren F. Gardner; Martin Madancy (m); Sanford H. Wendover; Lawrence Fishbeck (e)
Education—Warren F. Gardner (m); Joseph McNulty (e)
Food—Charles G. Iwanicki (m) (e)
Motion Picture-Theatrical—Blanche Hixson Smith (m); Barbara C. White (m); Sanford H. Wendover; Frank R. Corkin, Jr. (e)
Travel—Blanche Hixson Smith (m); Wayne C. Smith (e)
Society—Blanche Hixson Smith (m) (e)

MIDDLETOWN (Conn.), PRESS (e)
Run-of-paper Color Advs.: Up to 3 colors. Daily except Wed. & Thurs.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Fred N. Smith, Editor.

NAUGATUCK (Conn.), NEWS (e)
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. P. Donahue
Church—C. Stauffer
Editorial Writer—Joseph Donahue
Librarian—Dorothy O'Donnell
Photo. Dept. Mgr.—Donald Anderson
Society—Miss Connie Stauffer

NEW BRITAIN (Conn.), HERALD (e)
Split Run Advertising: Every-other-paper.
Special Editions: Fall Fashion (Sept.); Spring Fashion (Apr.).
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Womens Page; Food Section on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Felix Scapellati
Cartoonist—Kermet Parker
Church—Joseph Sexton
Columnists—Joseph W. Roche; James Butler
Editorial Writer—Bernard F. Lancaster
Librarian—Eunice Williams

NEW HAVEN (Conn.), JOURNAL-COURIER (m)
Run-of-Paper Color Advs: 1 color Mon., Tues., Wed.
No Editions: New Years; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. M. Groves
Fashion—Carol Chalfont
Society—Carol Chalfont

NEW HAVEN (Conn.), REGISTER (e) (S)
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Walt Munson
Columnist—Frank Smith
Editorial Writers—Aiden Smith; Robert Leeney
Music—Gordon Armstrong
Real Estate—Joseph McNeil
Society—Ruth Clouse

NEW LONDON (Conn.), DAY (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Joseph G. Ryan; George E. Clapp; O. G. Andrews; John J. DeGange; Bob Nauta.
Editorial Writers—Geo. E. Clapp; Joseph G. Ryan.
Librarian—Mrs. Phyllis W. Bankel

NORWALK (Conn.), HOUR (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Washington's Birthday; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Chas. E. Kellogg
Editorial Writer—S. A. Bedient
Society—Alma M. Lycett

NORWICH (Conn.), BULLETIN (m); RECORD (S)
Special Editions: Jan 1st yearly.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. M. Briggs

STAMFORD (Conn.), ADVOCATE (e)
Advs. Not Accepted: Mail order; classified medical and vending machines.
Special Editions: Home Owners' Edition (Mar.); Club Women's Edition (Sept.).
No Editions: Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSTC and WSTC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Rockwell Hollands; Len Massell; Sylvia Yudain
Editorial Writer—Clarence Hertz
Garden—James H. Wilson
Society—Clara P. Gildemeister

TORRINGTON (Conn.), REGISTER (e)
Special Editions: Back To School (Aug.).
No Editions: July 4th; Labor Day, Thanksgiving, Christmas, New Years; Decoration Day.

WATERBURY (Conn.), REPUBLICAN (m) (S); AMERICAN (e)
Split Run Advertising: Every other Paper.
Advs. Not Accepted: Skilled help wanted; mail order-out of circulation area.
Special Editions: Baby (May); Cooking School (Oct.); Building (Apr.); Home Furnishings (Sept.); Auto Show (Feb.);
No Editions. (e) New Years; Washington s Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; (m) (e) Christmas.
Food and/or Household Dept.: Food page Thurs. & Fri.
Radio Station Affiliation: WBRY.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—K. M. Carter (m) (e) (S)
Aviation—G. Monaghan (m) (e) (S)
Book—Allan Webber
Cartoonist—C. Louis Mortison (m) (e) (S)
Church—Wm. Farrington
Columnists—E. Christy Erk; Wm. O'Donnell; Thomas Egan; Francis McInerney (m); E. Christy Erk; Neil Bulger; Chuck Kelley (e); Sherman London; C. Louis Mortison (S)
Editorial Writers—Thomas Egan; W. W. Vosburgh; R. J. Fanning (m) (S); Walter Wood; W. W. Vosburgh; R. J. Fanning (e); Walter Wood (S).
Education—Robert Bollman
Farm—Wm. Hanway (m) (e) (S)
Fashion—Catherine Reiser
Food—K. M. Carter (m) (e) (S)
Librarian—Clarissa D. Laukaitis (m) (e) (S)
Motion Picture-Theatrical—Wm. Vosburgh (m) (e) (S)
Photo. Dept. Mgr.—Thomas R. Goodman (m) (e) (S)
Radio-Television—E. Christy Erk (m) (e) (S)
Travel—J. H. Darcey
Society—Catherine Reiser; Julie P. Smith (e)

WILLIMANTIC (Conn.), CHRONICLE (e)
Special Editions: Willimantic Days (Aug.); Christmas Shopping (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy W. Downer
Columnists—James M. Malone; Joyce Hemmings
Editorial Writers—Roy W. Downer; Arthur W. Crosbie
Education—R. W. Downer
Fashion—Lucy B. Crosbie
Librarian—Roy W. Downer
Motion Picture-Theatrical—Roy W. Downer
Music—Roy W. Downer
Photo. Dept. Mgr.—James M. Malone
Picture Editor—James M. Malone
Radio-Television—Adrian Lambert
Society—Roy W. Downer

WINSTED (Conn.), CITIZEN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Tee Vee; Robert J. McCarthy
Editorial Writer—Thomas A. Haggerty
Food—Theodore Vaill
Travel—Theodore Vaill

DELAWARE

DOVER (Del.), DELAWARE STATE NEWS (e ex Sat.)
No Editions: New Years; Decoration Day; July 4th; Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. R. Smith
Aviation—Bernard J. Smyth
Book—Wm. R. Smith
Business-Financial—Bernard J. Smyth
Church—Bernard J. Smyth
Columnists—Bernard J. Smyth; John W. Beach
Editorial Writer—Bernard J. Smyth
Education—Bernard J. Smyth
Farm—Jim Miller
Fashion—Kay Taylor
Food—Kay Taylor
Garden—Jim Miller
Librarian—Barbara Miller
Motion Picture-Theatrical—Bernard J. Smyth

(Continued on page 184)

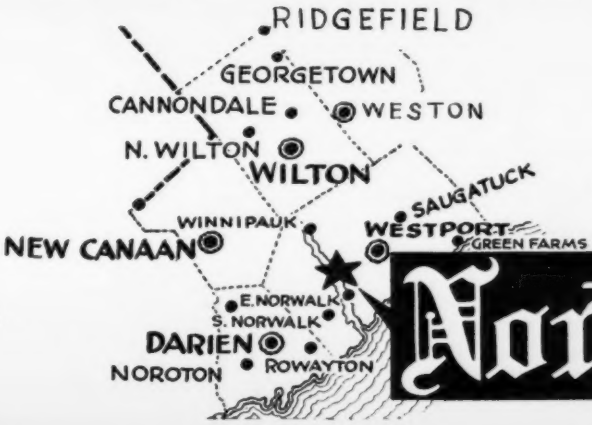
Sell more by the HOUR in Norwalk!

Right smack in the heart of Connecticut's rich Fairfield County, Norwalk's a natural shopping center for buyers all over the area.

Per capita family income's a prosperous $7,611 — the region's retail sales, a lusty $112 million-a-year — the town's loaded with industrial blue chips . . . Norwalk's teeming population* makes it one of the buyingest towns in all Connecticut. And one newspaper (with a growing 15,825 circulation) reaches just about every family in town.

How about it? Buy the HOUR, and you'll sell more round the clock in Norwalk.

*60,400 population recognized by the Audit Bureau of Circulations



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Norwalk Hour

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DELAWARE—Cont'd

(Continued from page 183)

DOVER—Cont'd

Music—Bernard J. Smyth
Photo. Dept. Mgr.—Bernard J. Smyth
Picture Editor—Bernard J. Smyth
Radio-Television—Jim Miller
Real Estate—Bernard J. Smyth
Travel—Bernard J. Smyth
Society—Kay Taylor

WILMINGTON (Del.), NEWS (m); JOURNAL-EVERY EVENING (e)
Run-of-Paper Color Adv.: 1 color.
No Editions: (e) New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—William P. Frank (m)
Editorial Writers—Martin A. Klaver; Lee Morris; Anthony Higgins; Robert J. Woodruff, Jr.
Fashion—Eleanor Parrish
Food—Eleanor Parrish
Librarian—Ernest L. Priest
Photo. Dept. Mgr.—Harry Lemmon (m); Charles C. Minker (e)
Travel—W. Murray Metten
Society—Winnifred Geisbert

DISTRICT OF COLUMBIA

WASHINGTON (D. C.), NEWS (e)
Run-of-Paper Color Advs.; 1 color. Daily.
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted: no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Financial (Jan.); Auto Show (Feb.); Baby Section (Apr.); Fashion Section (Sept. & Mar.).
Food and/or Household Dept.: Food every Thursday; Household column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex Ormsbee
Aviation—Evert Clark
Book—Tom Donnelly
Cartoonist—H. M. Talburt
Church—Robert Tate Allen
Columnists—Tom Donnelly; John F. Cramer; Evelyn Peyton Gordon; Ev Gardner; Kennedy Ludlam
Editorial Writers—John T. O'Rourke; Richard Hollander; Martha Strayer; Robert Buck
Fashion—Cornelia Berryman
Food—Helen Eskesen
Garden—J. Morton Franklin
Librarian—Josephine Mocklar
Motion Picture-Theatrical—James O'Neil
Music—Milton Berliner
Photo. Dept. Mgr.—William Beall
Picture Editor—John McLeod
Radio-Television—Bernie Harrison
Real Estate—Alex Bilanow
Travel—Myron Glaser
Society—Cornelia Berryman

WASHINGTON (D. C.) POST and TIMES-HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Split Run Advertising: Every-other paper.
Special Editions: Business-Government (Jan.); Travel & Resort (Nov., Dec., Mar., June); Children's Book (Nov.); Annual Book (Dec.); Homes of the Year (Sept.); Auto Show (Jan.).
Syndicated Magazine Section Carried: Parade; American Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: Washington D. C., WTOP AM & FM; Jacksonville, Fla.: WMBR AM & FM.
Television Station Affiliation: Washington, D. C.: WTOP-TV; Jacksonville, Fla.: WMBR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Walter Karig
Business-Financial—S. Oliver Goodman
Cartoonist—Herbert L. Block (Herblock)
Church—Kenneth Dole
Columnists—Jerry Kluttz; Bill Gold; Malvina Lindsay; Shirley Povich; Bob Addie; Mary Haworth; Herbert Elliston
Editorial Writers—Robert H. Estabrook; Herbert Elliston; Merlo Pusey; Alan Barth; Joseph Lalley; Carroll Kilpatrick; Malvina Lindsay
Education—Jeanne Rogers
Farm—Aubrey Graves
Fashion—Evelyn Hayes
Food—Elinor Lee
Garden—Harold Kneeland
Librarian—Jack K. Burness
Motion Picture-Theatrical—Richard L. Coe
Music—Paul Hume
Photo. Dept. Mgr.—Hugh Miller
Radio-Television—Lawrence Laurent
Real Estate—Paul Herron
Travel—Orval Hopkins
Society—Marie Sauer

WASHINGTON (D. C.), STAR (e) (S)
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Beer and wine only.
Special Editions: Business & Financial Review Section (Jan.); Winter Resort Section (Dec., Jan.); Automobile Section (Jan.); Farm and Garden-Flower Sections (2) (Mar.); Travel & Resort Section (April-June); Education & Music Section (Sept.); Christmas Book Review Section (Tabloid) (Dec.); Travel & Resort Section (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group, Inc.; Jessie's Notebook; Nancy Sasser's Buy-Lines.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WMAL-AM & FM
Television Station Affiliation: WMAL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rudolph Kauffmann II
Aviation—Charles Yarbrough; Harry Lever
Book—Hudson Grunewald
Business-Financial—Donald B. Hadley
Cartoonists—James Berryman; Gibson Crockett
Church—Caspar Nannes
Columnists—Constantine Brown; Thomas Henry; Lowell Mellett; Charles E. Tracewell; Francis Stann; G. Gould Lincoln; Doris Fleeson
Editorial Writers—John H. Cline; N. Rex Collier; James W. Fawcett; William H. Harrison; John C. Henry
Education—James Deane, Jr.
Farm—James Birchfield
Fashion—Eleni Sakes
Food—Violet Faulkner
Garden—W. H. Youngman
Librarian—Melvin Pettit
Motion Picture-Theatrical—F. J. Carmody
Music—Day Thorpe
Photo. Dept. Mgr.—John Mueller
Picture Editor—Walter Wood
Radio-Television—Harry MacArthur
Real Estate—Robert Lewis
Travel—Jacques Futrelle
Society—Lee Walsh

FLORIDA

BRADENTON (Fla.), HERALD (e)
Run-of-Paper Color Advs: 1 color daily.
Special Editions: Mail-away (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jas. Selman
Aviation—Jas. Selman
Book—Earl Eastwood
Business-Financial—Earl Eastwood
Church—Jas. Selman
Editorial Writer—Earl Eastwood

CLEARWATER (Fla.), SUN (e ex Sat) (S)
Special Editions: Building (Feb.); Mailaway (Oct.); Christmas (Nov.)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Nellie Petree
Business-Financial—Joyce Blum
Garden—Charlotte Pickering
Music—Rheinhold Rogers
Society—Charlotte Pickering

DAYTONA BEACH (Fla.), JOURNAL (m) (S); NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Christmas Shopping (Dec.); Annual Dollar Days (Feb.); Daytona Beach Days (Aug.); Back-to-School (Aug.); Spring (May); Air Conditioning (Apr.); Home Fashions (Sept.).
No Editions: Christmas.
Syndicated Magazine Section Carried; All Florida Magazine; Family Weekly.
Food and/or Household Dept.: Food section Thurs. (e); home page daily.
Radio Station Affiliation: WNDB and WNDB-FM

DeLAND (Fla.) SUN NEWS (e) (S)
Advs. Not Accepted: Questionable medical ads.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. M. Welch
Business-Financial—May G. Horner
Columnist—May G. Horner
Editorial Writer—May G. Horner
Fashion—Ruby Strawn
Food—Ruby Strawn
Garden—Ruby Strawn
Librarian—Ruby Strawn
Picture Editor—May G. Horner
Real Estate—Helen Coble
Society—Ruby Strawn

FORT LAUDERDALE (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day, 3-day option required.
Special Editions: Auto Show (Feb. or Mar.); Home Show (Jan.); Furniture (Oct.); Mail-Away (Nov.).
No Editions: Christmas.
Food and/or Household Dept:: Thursday.
Radio Station Affiliation: WFTL.
Television Station Affiliation: WFTL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Edmund W. Berry
Columnists—Orville Revelle; Wesley W. Stout.
Editorial Writer—J. W. Gore
Garden—Robert Doig
Motion Picture-Theatrical—Estelle Culmer
Photo. Dept. Mgr.—Steve Cresse
Real Estate—Phillip Weidling
Travel—Estelle Culmer
Society—Frances Laslie

FORT MYERS (Fla.), NEWS-PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sunday.
Advs. Not Accepted: Mail order.
Special Editions: Southwest Florida Souvenir Issue (Feb.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. R. Spear

FORT PIERCE (Fla.), NEWS-TRIBUNE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to One color. 5 day leeway requested.
Advs. Not Accepted: Certain medical claiming cures - out of city vending machine want ads.
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Household and Builders Pages Tuesday; Agricultural Page Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. E. Harrison
Book—Meryl Scott (Mrs.)
Business—Financial—Paul G. Enns
Church—Meryl Scott (Mrs.)
Columnist—C. S. Miley
Editorial Writers—H. T. Enns, Jr.; C. S. Miley
Education—H. T. Enns, Jr.
Farm—R. N. Enns
Fashion—Meryl Scott (Mrs.)
Food—Meryl Scott (Mrs.)
Garden—R. N. Enns
Photo. Dept. Mgr.—Len S. McNulty
Picture Editor—Len S. McNulty
Real Estate—R. N. Enns
Travel—William Sweisgood
Society—Meryl Scott (Mrs.)

GAINESVILLE (Fla.), SUN (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 1 color. Must have Mon-Tues-Wed Option; 1000 li. minimum.
Advs. Not Accepted: No hard liquor.
Annual Special Editions: Spring Festival Sale (1st wk. May); Univ. of Fla. Welcome Ed. (Mid. Sept.); Christmas Gift Edition (Last wk. Nov.)
No Editions: Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—R. B. Beard
Farm—R. B. Beard
Fashion—Eleanor Crom
Photo. Dept. Mgr.—Thomas E. Davis
Picture Editor—R. B. Beard
Radio-Television—Jim Camp
Society—Eleanor Crom

JACKSONVILLE (Fla.), FLORIDA TIMES-UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Advs. Not Accepted: Fortune telling; Share-the ride
Special Editions: Home & Garden (March); Home & Garden (Sept.)
Syndicated Magazine Section Carried: This Week
Food and/or Household Dept.: Fridays - columns and menu features.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John Walters
Editorial Writers—Caleb J. King, Sr.; Caleb J. King; Jr.; J. F. Southerland; Robert H. Ackerman
Farm—Steve Willis
Fashion—Mrs. Elizabeth Cornelius
Food—Mrs. Elizabeth Cornelius
Garden—Mrs. Fred B. Noble
Motion Picture-Theatrical—Judge May
Photo. Dept. Mgr.—G. C. Henley
Real Estate—L. H. Raley
Society—Mrs. Elizabeth Cornelius

JACKSONVILLE (Fla.), JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Sat.
Syndicated Magazine Section Carried: All Florida Magazine.
Food and/or Household Dept.: Wednesday.
Radio Station Affiliation: WJHP.
Television Station Affiliation: WJHP-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. P. White
Book—Thomas B. Logue
Business-Financial—Geo. R. Mason
Cartoonist—Jerry Shaw
Church—Wallace Pritchett
Columnist—Joy Reese Coleman; Lu Murphy
Editorial Writer—Robert M. Dow Jr.
Education—Joy Reese Coleman
Farm—Harry V. Crown
Fashion—Charlene Cranford
Motion Picture-Theatrical—Geo. R. Mason
Photo. Dept. Mgr.—James A. Chester
Society—Charlene Cranford

KEY WEST (Fla.), CITIZEN (e)
Split Run Advertising: Every-other Paper
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jim Cobb
Business-Financial—Denis Sneigr
Cartoonist—O. B. Esquinaldo
Church—Sue Jones
Columnists—Bill Spillman; Bill Gibb; Jim Cobb; Denis Sneigr
Editorial Writer—Sam Harris
Food—Sue Jones
Motion Picture-Theatrical—Sue Jones
Photo. Dept. Mgr.—Don Pinder
Picture Editor—Don Pinder
Real Estate—Denis Sneigr
Society—Sue Jones

LAKELAND (Fla.), LEDGER (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Polk County Youth Fair Edition (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harris G. Sims
Photo. Dept. Mgr.—Pete Novak
Society—Mrs. Olive Sykes

MELBOURNE (Fla.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Sat., Sun.
Advs. Not Accepted: Liquor.
Special Editions: Yankee Edition (early Fall).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wm. Bunge
Editorial Writer—R. H. Berg
Fashion—Mrs. Pearl Leech
Society—Mrs. Pearl Leech

MIAMI (Fla.), HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Thurs. & Sun.
Split Run Advertising: Geographically.
Special Editions: Orange Bowl (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WQAM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Aitchison
Aviation—Ned Aitchison
Book—Beatrice Washburn
Business-Financial—John T. Bills
Cartoonist—Glenn Brelthauer
Church—Aldon Taft
Columnists—Jack Bell; Larry Thompson
Editorial Writers—Arthur Griffith; John D. Pennekamp; Ralph Burkholder; Jeanne Bellamy
Education—Doris MacAbee
Farm—Nixon Smiley
Fashion—Kalo Wilcox
Food—Jeanne Voltz
Garden—Nixon Smiley
Librarian—Kathryn Kelly
Motion Picture-Theatrical—George Bourke
Music—Doris Reno
Photo. Dept. Mgr.—Tony Garnet
Picture Editor—Fred Sherman
Radio-Television—Jack Anderson
Real Estate—John Senning
Travel—Sylvan Cox
Society—Dorothy Jurney

MIAMI (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every other Paper. Daily ex. Sun.
Advs. Not Accepted: Liquor (S)
Print Own Magazine; Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept: Food on Thurs.
Radio Station Affiliation: WIOD and WIOD-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Connell
Book—Howard V. Smith
Business-Financial—Chas. Forbes
Cartoonist—Anne Mergen
Church—Louise Leyden
Columnists—Bill Baggs; Morris McLemore; Chas. Forbes
Editorial Writers—Thomas Hagan; William Crawford; John Baiar
Education—Louise Blanchard
Farm—Bill Bischoff
Fashion—Judy Hornady
Food—Bertha Cochran Hahn
Garden—Bill Bischoff
Home Fashions—Jean Sprain Wilson
Librarian—Nell Fletcher
Motion Picture-Theatrical—Herb Rau
Music—Edward Ireland
Photo. Dept. Mgr.—C. E. Pierce
Radio-Television—Louise Leyden
Real Estate—Ben Schneider
Travel—Franklin Smith
Society—Jack Kassewitz

MIAMI BEACH (Fla.), SUN (e) (S)
Run-of-Paper Color Advs: 1 color. Every day.
Split Run Advertising: Every-other Paper
Special Editions: Invitation Issue (Nov.); Cuba Invitation Issue (May).
Magazine Section Carried: All Florida.
Radio Station Affiliation: WGBS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hugh Booher
Aviation—Randell Clarke
Book—Art Rhodes
Business-Financial—Randell Clarke
Church—Maude Massengale
Columnists—Paul Bruun; Randell Clarke; Maude Massengale; Mert Wetstein; Carroll Lake
Editorial Writers—Parks Rusk; Ed Eicher
Education—Ed Eicher
Fashion—Grace Stone Hall
Food—Grace Stone Hall
Garden—Art Rhodes
Librarian—Lynn Bermont
Motion Picture-Theatrical—Paul Bruun
Music—Maude Massengale
Photo. Dept. Mgr.—Ted Lucas
Picture Editor—Ed Eicher
Radio-Television—Gertrude Edmonds
Real Estate—Randell Clarke
Travel—Carroll Lake
Society—Maude Massengale

OCALA (Fla.), STAR BANNER (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Syndicated Magazine Section Carried: All Florida.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—R. N. Dosh; L. R. Chazal

ORLANDO (Fla.), SENTINEL (m) (S); STAR (e)
Advs. Not Accepted: Liquor; beer (Sun. only)
Special Editions: Cooking School (Apr.); Spring Garden (May); Fall Garden (Oct.); Citrus Edition (Feb.); Home Fashion (Oct.); Xmas Gift Ed. (Nov.); Heating Edition (Aug.); Spring Style (Jan.); Air Conditioning (June).
No Edition: (m only) New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Smith
Cartoonists—Lynn Brudon (m) (S); Patricia Brown (m) (S)
Church—Emily Bavar (m) (e) (S)
Columnists—Jean Yothers (m); Robert Howard (m) (S); Hanley Pogue (e); Kent Chetlain (e)
Editorial Writers—Rolland L. Dean (m) (S); Ben F. Field (m) (S); Martin Andersen (m) (S); Henry Balch (m) (S); J. Clement Brossier (e)
Education—Walter Jones (m) (e) (S)
Farm—Don Vincent (m) (e) (S); Jack Gurnett (m) (e) (S)
Fashion—Kathryn R. Magruder (m) (e) (S)
Food—Grace Warlow Barr (m) (e) (S)
Garden—E. Taylor Briggs (m) (S)
Librarian—Violet Bludsworth (m) (e) (S)
Motion Picture-Theatrical—June Henderson (m) (e) (S)
Music—Sumner Rand (m) (e) (S)
Photo. Dept. Mgr.—Clarence W. Barnes (m) (e)
Real Estate—Larry Bell (m) (e) (S)
Society—Kathryn R. Magruder

PALATKA (Fla.), NEWS (e ex. Sat.)
No Editions: New Years, July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. Bev. Baker
Aviation—A. Bev. Baker
Book—A. Bev. Baker
Business-Financial—A. Bev. Baker
Church—A. Bev. Baker
Columnists—A. Bev. Baker; Fred P. Green; Gerald F. Wendt
Editorial Writer—A. Bev. Baker
Education—A. Bev. Baker
Farm—Fred P. Green
Fashion—Memrie James
Food—Memrie James
Garden—Memrie James
Librarian—A. Bev. Baker
Motion Picture-Theatrical—Memrie James
Music—Memrie James
Photo. Dept. Mgr.—Fred P. Green
Picture Editor—A. Bev. Baker
Radio-Television—A. Bev. Baker
Real Estate—A. Bev. Baker
Travel—A. Bev. Baker
Society—Memrie James

PALM BEACH (Fla.), NEWS (m) (S) (Dec. 6-Apr. 11.)
No Editions: Christmas.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ruby Edna Pierce.

PANAMA CITY (Fla.), NEWS (m); HERALD (e); NEWS-HERALD (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Syndicated Magazine Section Carried: All Florida Magazine.
Radio Station Affiliation: W.D.L.P. - N.B.C.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Estelle Cunningham
Aviation—Duffy Parish
Book—Toni Veverka
Business-Financial—Duffy Parish
Church—Woodrow Wilson
Columnist—Frank Pericola
Editorial Writers—Toni Veverka; Woodrow Wilson
Education—Woodrow Wilson
Farm—William Penrose
Fashion—Margaret Baird
Food—Margaret Baird
Garden—Margaret Baird
Librarian—Mary Ferguson
Motion Picture-Theatrical—William Penrose
Music—Margaret Baird
Photo. Dept. Mgr.—Andrew McKenzie
Picture Editor—William Penrose
Radio-Television—Duffy Parish
Real Estate—William Penrose
Travel—Duffy Parish
Society—Margaret Baird

PENSACOLA (Fla.), PENSACOLA JOURNAL (m); PENSACOLA NEWS (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Special Editions: Armed Forces Day (m) (May).
No Editions; Christmas (e).
Radio Station Affiliation: WCOA.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Michael Leigh (S)
Cartoonist—Earle Bowden (m) (S)
Columnist—Maurice Harling (S)
Editorial Writer—Michael Leigh (e) (S)
Farm—Patricia Lloyd (e)
Food—Winnie Smith (S)
Motion Picture-Theatrical—Patricia Lloyd (e)
Society—Hortensia Sublette (m) (e) (S)

ST. PETERSBURG (Fla.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Annual Mail-Away (Nov.).
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Penn
Aviation—Herb Penn
Book—H. F. Ballew
Business-Financial—H. F. Ballew
Church—V. Riley
Columnists—Wm. Wiley; M. Griffith; Martha Mayfair; C. W. Upchurch
Editorial Writer—Wm. Wiley
Education—C. McDonnell
Farm—R. L. Longstreet
Fashion—Gloria Biggs
Food—Cecelia Fickling
Garden—M. Griffith
Librarian—R. Blaydon
Motion Picture-Theatrical—V. Riley
Music—Cecelia Fickling
Photo. Dept. Mgr.—Harold Ballew
Picture Editor—C. D. Miller
Radio-Television—C. McDonnell
Real Estate—Herb Penn
Travel—Herb Penn
Society—Cecelia Fickling

ST. PETERSBURG (Fla.), TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (ex. beer); mail order.
Special Editions: Christmas Gift Sec. (Nov.) (m); Spring Fashion (March) (m); National Home Week (Sept.) (S); Come to Suncoast (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Fridays; Sunday; magazine.
Radio Station Affiliation: WTSP.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Thompson
Aviation—Jack Thompson
Book—Lillian Blackstone
Business-Financial—Douglas Doubleday
Cartoonists—Jim Ivey; Dick Bothwell
Church—Lorna Carroll
Columnists—Archie Dunlap; Paul Davis; Diana Rowell
Editorial Writer—Les Trautmann
Education—Evelyn Rogers
Farm—Jack Thompson
Fashion—Betsy Blanton
Food—Diana Rowell
Garden—Mary Gilchrist
Librarian—Johanna Yomant
Motion Picture-Theatrical—Lillian Blackstone
Music—Lillian Blackstone
Photo. Dept. Mgr.—John P. Evans
Picture Editor—Sandy Stiles
Radio-Television—Lillian Craig
Real Estate—Douglas Doubleday
Travel—Harrison R. Swain
Society—Harrison R. Swain

SANFORD (Fla.), HERALD (e ex. Sat)
Special Editions: Mail-A-Way (Feb.)
No Editions: Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Fred P. Perkins; James Fisher

SARASOTA (Fla.), HERALD-TRIBUNE (m); JOURNAL (e); HERALD-TRIBUNE (S)
Run-of-Paper Color Advs: 1 color. Every day.
Special Editions: Mail-Away (S) (Nov.); Art Supplement (S) (Apr.).
No Editions: All holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—David B. Lindsay, Jr. (m); Phil Harris (e)
Editorial Writers—David B. Lindsay, Jr. (m); Phil Harris (e)
Farm—James R. Shutts (m)
Fashion—Florence Swift Schneider (m); Betty Dort (e)
Society—Florence Swift Schneider (m); Betty Dort (e)

SARASOTA (Fla.), NEWS (e)
No Editions: Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Bandel Linn
Church—Furman Arthur
Columnist—Kent S. McKinley
Editorial Writers—Kent S. McKinley; Arnold Burnett
Farm—Mark Green, Sr.
Fashion—Betty Vance
Food—Betty Vance
Motion Picture-Theatrical—Kent S. McKinley
Music—Kent S. McKinley
Real Estate—Mark Green, Sr.
Society—Betty Vance

TALLAHASSEE (Fla.), DEMOCRAT (e ex. Sat.) (S)
Advs. Not Accepted: Liquor.
Magazine Section Carried: Family Weekly.

TAMPA (Fla.), TIMES (e)
Run-of-Paper Color Advs: Yes.
Special Editions: Industrial Section (Jan.); Electrical Exposition (Feb.); Gasparilla Edition (Feb.); Air Conditioning Ed. (May); Home Improvements (Apr., Sept.); Million Dollar Days (June); Greater Tampa Days (Oct.); Christmas Gift Ed. (Nov.).
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WDAE & WDAE-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Librarian—Mrs. Daniel Brown
Photo. Dept. Mgr.—George S. Gandy III
Society—Miss Carol Neef

TAMPA (Fla.), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily ex. Fri. (on Fri., black and 1 color available; Sun., black and 2 colors.)
Advs. Not Accepted: Fraudulent and objectionable matter.
Special Editions: Gasparilla Edition (Feb.).
Food and/or Household Dept.: Food Section Fri.
Radio Station Affiliation: WFLA AM & FM.
Television Station Affiliation: NBC.
DEPARTMENTAL EDITORS and/or EDITORS
Book—E. D. Lambright
Cartoonist—George White
Church—Charles Benson
Columnists—Vernon Bradford; Rev. Paul A. Wagner; Ione Simmons; Terry Weedon; Byron Hollingsworth; John Cash; Bob Hudson; Bobby Hicks
Editorial Writers—E. D. Lambright; Carleton Johnson; James Clendinen
Education—J. A. Murray
Farm—Milton Plumb
Fashion—Ione Simmons
Food—Mrs. Lee Winter
Garden—Nancy Taylor
Librarian—Mrs. Audrey Grimes
Motion Picture-Theatrical—Phil Barney
Music—Phil Barney
Picture Editor—Earl Sands
Radio-Television—Phil Barney
Real Estate—Leonard Brown
Travel—Tom O'Connor
Society—Ione Simmons

WEST PALM BEACH (Fla.), POST (m); TIMES (e); POST-TIMES (S)
No Editions: Christmas; New Years (e).
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly.

WINTER HAVEN (Fla.), NEWS-CHIEF (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily and Sunday.
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Progress-Tourist and Resort (Oct.); Citrus Exposition (Jan.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. W. E. Rynerson
Editorial Writer—W. E. Rynerson
Farm—Bob Boboroff
Fashion—Mrs. Billie Ellis
Food—Mrs. W. E. Rynerson
Real Estate—Mike Nolen
Society—Mrs. Billie Ellis

GEORGIA

ALBANY (Ga.), HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Advs. Not Accepted: (Subject Publisher approval).
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Southeastern Color Comic Group.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: WALB
Television Station Affiliation WALB-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Kimsey
Aviation—Don Kimsey
Book—James M. Robinson
Business-Financial—James M. Robinson
Church—Ralph Blanchard
Columnists—H. T. McIntosh
Editorial Writers—James H. Gray; James M. Robinson
Education—Don Kimsey
Farm—Wiley Masters
Fashion—Louise Whiting
Food—Louise Whiting
Garden—Louise Whiting
Motion Picture-Theatrical—James M. Robinson
Music—James M. Robinson
Photo. Dept. Mgr.—Jack Holland
Picture Editor—Jack Holland
Radio-Television—James M. Robinson
Real Estate—Don Kimsey
Travel—Louise Whiting
Society—Louise Whiting

AMERICUS (Ga.), TIMES-RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: R.E.A. (July); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Rudy Hayes; Ann W. Sheffield; Clarence Graddick
Editorial Writers—James R. Blair; Rudy Hayes
Picture Editor—Rudy Hayes
Society—Ann W. Sheffield

ATHENS (Ga.), BANNER-HERALD (e ex. Sat) (S)
Advs. Not Accepted: Liquor
Special Editions: "Trade Days" (Apr.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Merritt B. Pound
Aviation—Merritt B. Pound
Book—Leon Driskell
Business-Financial—E. B. Braswell, Ed. and Pub.
Church—Horace Thom
Columnist—Leon Driskell
Editorial Writers—Earl B. Braswell; B. C. Lumpkin; Leon Driskell
Education—Horace Thom
Farm—Leon Driskell; Gene Asher
Fashion—Mrs. Bunnie Cox
Food—Mrs. Russell Hobbs
Garden—Gene Asher
Librarian—Gene Asher
Motion Picture-Theatrical—Virginia Woodall
Music—Leon Driskell
Photo. Dept. Mgr.—B. C. Lumpkin
Picture Editor—B. C. Lumpkin
Radio-Television—Mrs. Russell Hobbs
Travel—B. C. Lumpkin
Society—Mrs. Bunnie Cox

ATLANTA (Ga.), CONSTITUTION (m); JOURNAL (e); JOURNAL and CONSTITUTION (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Split Run Advertising: Every-other Paper some days.
Advs. Not Accepted: Mail order if merchandise is sold locally.
Special Editions: After Thanksgiving (Nov.); Back to school (Aug.); Air Conditioning (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Food.
Radio Station Affiliation: WSB
Television Station Affiliation: WSB-TV
DEPARTMENTAL EDITORS and/or MANAGERS*
Auto—Jim Montgomery (m); Jouett Davenport (e)
Aviation—Bill Diehl (m); Robert H. McKee (e)
Book—John Drewry (m); Luther D. McAlister
Business-Financial—Jim Montgomery (m); Jouett Davenport (e)
Cartoonists—Cliff Baldowski (m); Lou Erickson (e)
Church—Laura Barre (m); Sarah Myrick (e)
Columnists—(m) Leo Aikman; Dr. Chas. Allen; Harold Martin; Celestine Sibley; (e) Dr. Pierce Harris; Ernest Rogers; Margaret Shannon; Hugh Park
Editorial Writers—(m) Ralph McGill; Leo Aikman; George Boswell; (e) James Saxon Childers; Jack Spalding; Ray Shockley; Dave Le Bey; Robert H. McKee; Darryl McCall
Education—Albert Riley (m); Jean Butts Jones (e)
Farm—Jack Gilchrist (m); Elmo Hester (e)
Fashion—Jean Dietrich (m); Anne Cogburn (e)
Food—Jeanne Higgins (m); Grace Hartley (e)
Garden—Yolande Gwin (m); Frances Cawthon (e)
Librarian—Vivian Harris (m) (e)
Motion Picture-Theatrical—Paul Jones (m); Jim Waldrop (e)
Music—Alec Joiner (m); Paul Rawlings (e)
Photo. Dept. Mgr.—Marion Johnson (m) (e)
Picture Editor—Joe Boyd (e)
Radio-Television—Paul Jones (m); Paul Rawlings (e)
Real Estate—Jim Montgomery (m); George Erwin (e)
Travel—Sam Lucchese (e)
Society—Annie Lou Hardy (m); Sue Brown Sterne (e)
*All departments of both papers contribute to the Sunday paper.

AUGUSTA (Ga.), THE AUGUSTA CHRONICLE (m) (S); THE AUGUSTA HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: palmists; "fortune tellers"; mail-order ads.
Special Editions: Dollar Days (Feb. & July); Back to School (Aug.); Home Fashion Time (Sept.); Sleep Show (Apr.).
Food and/or Household Dept.: Food Page Thurs. P.M., Fri. A.M.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Esther Young (m) (S)
Church—Edith Bell Love (e)
Editorial Writers—Robert L. M. Parks (m) (S); Millwee Owens & Henry A. Wright (e)
Farm—Frank K. Myers (m) (S); Earl DeLoach (e)
Food—Miss Toni Oddi (m) (S)
Garden—Mrs. Florence Hill (m) (S)
Librarian—Miss Toni Oddi (m) (S)
Motion Picture-Theatrical—Miss Toni Oddi (m) (S)
Music—Speir Collins (m) (S)
Photo. Dept. Mgr.—Morgan Fritz (m) (S); Frank Christian (e)
Society—Marguerite Stelling (m) (S); Margaret Twiggs (e)

CARROLLTON (Ga.), TIMES-FREE PRESS (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Opening (Nov.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. R. Dean; Ken Hogg
Editorial Writer—J. R. Dean
Society—Mrs. Sam Roberts

CARTERSVILLE (Ga.), TRIBUNE-NEWS (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. L. Fleetwood
Editorial Writers—M. L. Fleetwood; John T. Fleetwood
Photo. Dept. Mgr.—John T. Fleetwood
Picture Editor—Bill Statham
Society—Mrs. George Woodrow, Jr.

CEDARTOWN (Ga.), STANDARD (e)
Special Editions: Four-H Club (Mar.); Back-to School (Aug.); Keep Ga. Green (Oct.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. W. Stuff
Editorial Writers—Ken Hogg; J. C. Haire
Fashion—Mrs. J. C. Haire
Food—Mrs. J. C. Haire
Garden—Mrs. J. C. Haire
Photo. Dept. Mgr.—Miss Jeanette Knight
Picture Editor—Miss Jeanette Knight
Society—Mrs. J. C. Haire

COLUMBUS (Ga.), ENQUIRER (m); LEDGER (e); LEDGER-ENQUIRER (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day within mechanical limitations.
Advs. Not Accepted: Palmist, Fortune Telling.
Special Editions: Cotton Edition (May); Farm Edition (Feb.); Appliance Edition (June); Back-to-School Edition (Aug.); Industrial Edition (Oct.).
Food and/or Household Dept.: Food Page Thursday Evening; Friday morning.
Radio Station Affiliation: WRBL.
Television Affiliation: WRBL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Daisy S. Tucker (m); Latimer Watson (e) (S)
Business-Financial—Edge Reid (m)
Cartoonist—Angelo Franco (m) (e) (S)
Church—Dave Miller (m); Claude McBride (e)
Columnists—(m) W. C. Tucker; (e) Bob Brown; Latimer Watson
Editorial Writers—W. C. Tucker (m); Bob Brown (e) (S)
Education—Dave Miller (m)
Farm—Beryl Sellers (m) (e) (S)
Fashion—Katherine McDuffie (m); Latimer Watson (e) (S)
Food—Julia Hawk (m); Latimer Watson (e) (S)
Garden—Virginia Woodall (e) (S)
Librarian—Daisy Tucker (m) (e) (S)
Motion Picture-Theatrical—Ray Jenkins (e) (S)
Music—Latimer Watson (e) (S)
Photo. Dept. Mgr.—Brady Bynum (m) (e) (S)
Picture Editor—Edge Reid (m); John Bloomer (e) (S)
Radio-Television—Millard Grimes (e) (S)
Real Estate—Dick Gruenwald (e) (S)
Travel—Dave Miller (m); Tom Sellers (e) (S)
Society—Katherine McDuffie (m); Latimer Watson (e) (S)

CORDELE (Ga.), DISPATCH (e ex. Sat)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. W. Mathews
Aviation—Bob Hunter
Book—E. W. Mathews
Business-Financial—E. W. Mathews
Columnists—E. W. Mathews; Bob Hunter; Theo. Lippman, Jr.
Editorial Writers—E. W. Mathews; Bob Hunter
Education—Bob Hunter
Farm—Bob Hunter
Fashion—Vira L. Mathews
Food—Vira L. Mathews
Garden—Vira L. Mathews
Librarian—Elizabeth Neal
Music—Elden Mathews, Jr.
Photo. Dept. Mgr.—Gene Hunt
Travel—E. W. Mathews
Society—Julia Neal

DUBLIN (Ga.), COURIER-HERALD (e)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Ellen Scarboro
Editorial Writer—W. H. Champion

GAINESVILLE (Ga.), TIMES (e ex. Sat) (S)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Georgia Poultry Festival (May); Christmas Opening (Dec.); Spring Fashion (S) (Mar.); Fall Fashion (S) (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Women's page and ROP food features Thursday.
Radio Station Affiliation: WGGA, Gainesville, Ga.; WRGA, Rome, Ga.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Sylvan H. Meyer
Farm—George Porter
Society—June Woodruff

GRIFFIN (Ga.), NEWS (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Smith
Book—Q. Melton, Jr.
Business-Financial—Cary Reeves
Church—L. Lord
Columnist—Quimby Melton, Sr.
Editorial Writer—Quimby Melton, Jr.
Education—B. Knight
Farm—L. Woodle
Fashion—Maudie Morris
Food—Nancy Wood
Garden—Maudie Morris
Librarian—Jackie Aright
Motion Picture-Theatrical—Cary Reeves
Music—Maudie Morris
Photo. Dept. Mgr.—Bill Knight
Picture Editor—Bill Knight
Radio-Television—H. Reeves
Real Estate—B. Knight
Travel—Q. Melton, Sr.
Society—Maudie Morris

LAGRANGE (Ga.), NEWS (e)
Special Editions: Football Opening (Sept.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom MacRae
Aviation—W. A. Coker
Book—W. A. Coker
Business-Financial—Jim Wood
Church—Tom MacRae
Columnist—Eleanor H. Orr
Editorial Writers—R. C. Swank; Jim Wood; Tom MacRae; Wm. A. Coker
Education—George Evans

(Continued on page 186)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

GEORGIA—Cont'd

(Continued from page 185)

LA GRANGE NEWS—Cont'd
Farm—Jim Wood
Fashion—Eleanor H. Orr
Food—W. A. Coker
Garden—W. A. Coker
Librarian—Sue K. Whatley
Motion Picture-Theatrical—Eleanor H. Orr
Music—Eleanor H. Orr
Photo. Dept. Mgr.—Lee Stietenroth
Picture Editor—Lee Stietenroth
Radio-Television—Jim Wood
Real Estate—Tom MacRae
Travel—Wm. A. Coker
Society—Eleanor H. Orr

MACON (Ga.), TELEGRAPH (m); NEWS (e); TELEGRAPH & NEWS (S)
Run-of-Paper Color Advs.: 1 color. Mon., Tue., Wed., Sat., Sun.
Special Editions: Business & Industrial Review (Feb.).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tommie Haden (m) (e) (S)
Book—Katherine Anderson (m) (e) (S)
Church—Bert Struby (m)
Columnists—Susan Myrick (m); DeWitt Matthew (m); Bert Struby (m) (S); Chas. J. Bayne (m) Walter Bragg (e); Joe Parnham (e) (S); Nathan Gans (S)
Editorial Writers—Bert Struby (m) (S); Chas. J. Bayne (m) (S); Nathan Gans (m) (S); Joe Parnham (e) (S)
Education—Hank Dreane (S)
Farm—Susan Myrick (m) (e) (S)
Fashion—Blythe McKay (m) (S); Sarah McGinty (e)
Food—Jeanette Gausch (m) (e) (S)
Garden—Kate Greenleaf (m) (S)
Librarian—Julia Northrup (m) (e) (S)
Photo. Dept. Mgr.—Ralph Jones (m) (e) (S)
Radio-Television—Mrs. Donald McDonald (m) (e) (S)
Society—Blythe McKay (m) (S); Sarah McGinty (e) (S)

MARIETTA (Ga.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark Waits
Photo. Dept. Mgr.—Homer Meaders
Society—Christine Hutchinson

MOULTRIE (Ga.), OBSERVER (e)
Advs. Not Accepted: Alcoholic beverages; Clairvoyant.
Special Editions: Tobacco Festival (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. D. Avera
Farm—Frank Dunn
Society—Annie Mae Adams

SAVANNAH (Ga.), NEWS (m) (S); PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Anna C. Hunter (m) (S); John L. Sutlive (e)
Business-Financial—J. E. Lambright (m) (S)
Church—Frank Rossiter (m) (S); John L. Sutlive
Columnists—Frank Rossiter (m) (S); John L. Sutlive; Tom Coffey (e)
Editorial Writers—(m) (S) William J. Robertson; William J. Fielder, Jr.; (e) John L. Sutlive; Jack J. Cook.
Education—James Ross (m) (S); George Warren (e)
Farm—Hubert Callaway (m) (S)
Food—Anne Jones (m) (S); John L. Sutlive (e)
Garden—Jos. E. Lambright (m) (S)
Librarian—T. W. Martin (m) (S)
Motion Picture-Theatrical—Frank Rossiter (m) (S); John L. Sutlive (e)
Music—Anna C. Hunter (m) (S); Kenneth E. Palmer (e)
Photo Dept. Mgr.—J. H. Bisson (m) (S)
Picture Editor—J. E. Lambright (m) (S)
Radio-Television—John L. Sutlive (e)
Society—Jos. E. Lambright (m) (S)

THOMASVILLE (Ga.), TIMES-ENTERPRISE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily on 48-hour notice.
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—L. E. Kelly, Jr.
Food—Emily R. Jerger
Photo. Dept. Mgr.—L. E. Kelly, Jr.
Picture Editor—L. E. Kelly, Jr.
Society—Emily R. Jerger

TIFTON (Ga.), GAZETTE (e)
No Editions: July 4th; Thanksgiving; Christmas.

WAYCROSS (Ga.), JOURNAL-HERALD (e)
Advs. Not Accepted: Whiskey; Fortune-telling.
Special Editions: Tobacco (July); Christmas Greetings (Dec.).
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
Group Membership: Metropolitan.
Radio Station Affiliation: WAYX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roger Williams
Aviation—Roger Williams
Book—Jack Williams, Jr.
Business-Financial—Jack Williams, Jr.
Church—Mrs. Laurie Lee Sparrow
Columnist—Mrs. Laurie Lee Sparrow
Editorial Writer—James A. Pinson
Education—Mrs. Laurie Lee Sparrow
Farm—Mrs. Laurie Lee Sparrow
Fashion—Miss Marihelen Altman
Food—Miss Marihelen Altman
Garden—Miss Marihelen Altman
Motion Picture-Theatrical—Dorothy Smith
Music—Miss Dorothy Smith
Photo. Dept. Mgr.—Wm. Brantley
Picture Editor—Miss Dorothy Smith
Radio Television—Miss Dorothy Smith
Real Estate—Roger Williams
Travel—Jack Williams, Jr.
Society—Marihelen Altman

WEST POINT (Ga.), LANETT (Ala.), VALLEY TIMES-NEWS (e ex Sat.).
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Dollar Day Edition (Feb.); Dollar Day Edition (July); Spring Fashions (Mar.); Back to School (Aug.); Fall Fashions (Sept.); Harvest Festival (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: WRLD and WRLD-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stanley Ward
Aviation—Joseph B. Railey
Book—Mrs. Virginia Parker
Business-Financial—Joseph B. Railey
Church—Ann Vinson Campbell
Editorial Writers—Joseph B. Railey; Floyd Tillery
Education—Mrs. Virginia Parker
Farm—Joseph B. Railey
Fashion—Ann Vinson Campbell
Food—Ann Vinson Campbell
Garden—Virginia Parker
Librarian—Mrs. Virginia Parker
Motion Picture-Theatrical—Joseph B. Railey
Music—Mrs. Virginia Parker
Photo. Dept. Mgr.—E. W. Avery
Picture Editor—Phillip Harrison
Radio-Television—Phillip Harrison
Real Estate—Joseph B. Railey
Travel—Joseph B. Railey
Society—Ann Vinson Campbell

HAWAIIAN ISLANDS

HILO (Hawaii), TRIBUNE-HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Annual Special Editions: Opportunity Days (Apr. & Oct.); Women s Fashion (Mar.); Electric Living (May); Father's Day (June).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Martha Luna
Columnists—Martha Stermer; Helen Shiras Baldwin
Editorial Writer—Harry H. Blickham
Education—Martha Luna
Farm—Howard Pierce
Fashion—Thelma Olival
Food—Thelma Olival
Garden—Thelma Olival
Librarian—Dorothy Carpenter
Motion Picture-Theatrical—Martha Luna
Photo. Dept. Mgr.—Larry Kadooka
Picture Editor—Larry Kadooka
Society—Thelma Olival

HONOLULU (Hawaii), ADVERTISER (m) (S)
Run-of-Paper Color Advs.: Up to four colors. Days available: Mon., Tues., Weds., Sat. 1 color all days; Sun.-Society and Magazine Sections- 1 color.
Advs. Not Accepted: Mail order competitive merchandise.
Special Editions: Spring Fashions (May); June Brides (June); Fall fashions (Aug.).
Food and/or Household Dept: Hostess & Homemaker Section on Thurs.
Radio Station Affiliation: KGU.
Television Station Affiliation: KONA.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Raymond Coll, Jr.
Church—Ella Chun
Columnist—Bob Krauss
Editorial Writer—Hugh Lytle
Food—Patricia Millard
Garden—Howard Case
Motion Picture-Theatrical—William Davenport
Music—William Davenport
Society—Druzella Lytle

HONOLULU (Hawaii), HAWAII HOCHI (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: New Years (Jan.).
No Editions: Federal holidays.

HONOLULU (Hawaii), STAR-BULLETIN (e)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Print Own Magazine: Yes.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Urban M. Allen
Society—Betty Wilder

IDAHO

BLACKFOOT (Idaho), BULLETIN (e)
Special Editions: Farm Edition (Jan.); Style Show (May); State Fair (Sept.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold H. Smith
Editorial Writer—Harold H. Smith

BOISE (Idaho), IDAHO STATESMAN (m) (e) (S)
Advs. Not Accepted: Liquor.

CALDWELL (Idaho), NEWS TRIBUNE (e)
Advs. Not Accepted: Wines & Hard Liquor
Special Editions: No specific annual edition. Local demand determines special editions.
No Editions: July 4th; Christmas. Others depend on conditions.

COEUR D'ALENE (Idaho), PRESS (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Patrick King
Aviation—Charles Sowder, Jr.
Book—Frances Cope
Business-Financial—Duane Hagadone
Church—Joan Delongchamp
Editorial Writer—Charles Sowder, Jr.
Education—Florence K. Hodge
Farm—Claude Turner
Fashion—Florence K. Hodge
Food—Patrick King
Garden—Joan Delongchamp
Photo. Dept. Mgr.—Edward Miller
Radio-Television—Joan Delongchamp
Society—Florence K. Hodge

IDAHO FALLS (Idaho), POST-REGISTER (e ex. S (m ex. Mon.) (S)
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (April); Fall Style (Sept.).
No Editions: Christmas; July 4th; Labor Day.
Radio Station Affiliation: KIFI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Robb Brady
Church—Gussie Mitchel
Editorial Writers—E. F. McDermott
Farm—Don Hardy
Food—Elaine Seaver
Photo. Dept. Mgr.—Ken Mansfield
Picture Editor—J. Robb Brady
Society—Elaine Seaver

KELLOGG (Idaho), NEWS (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dora Mohr

LEWISTON (Idaho), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Roundup (tab.) (Sept.); Back-to-School (Aug.); Spring Fashions (March); Home Fashions (Sept.); Christmas Shopper (Nov.); (S) Yearend (Jan. 1).
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Al Booze
Book—Ladd Hamilton
Church—Don G. Rice
Columnists—Bill Johnston; Chas. P. Boren.
Editorial Writers—Bill Johnston; Ladd Hamilton; Claude E. Baskett.
Education—Marian Peterschick
Farm—Marian Peterschick
Fashion—Bonnie C. Butler
Food—Bonnie C. Butler
Garden—Robt. V. Lamb
Librarian—Ruth Dean
Motion Picture-Theatrical—Melvin Snow
Photo. Dept. Mgr.—Milford Field
Picture Editor—Don G. Rice
Radio-Television—Phyllis Budweg
Society—Lora Campbell

MOSCOW (Idaho), IDAHONIAN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Soil Conservation (Apr.); County Fair (Sept.); Christmas (Nov.).
No Editions: All Government Holidays.
Food and/or Household Dept.: Food Ads (Mon. & Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. W. Schammel
Aviation—A. F. Barackman
Book—W. T. Marineau
Business-Financial—W. T. Marineau
Church—Sarah Hutchinson
Editorial Writer—L. A. Boas
Education—L. A. Boas
Farm—L. A. Boas
Fashion—Sarah Hutchinson
Food—P. W. Schammel
Garden—Sarah Hutchinson
Librarian—Sarah Hutchinson
Motion Picture-Theatrical—Maribel Schupfer
Music—Sarah Hutchinson
Photo. Dept. Mgr.—A. J. Marineau
Picture Editor—L. A. Boas
Radio-Television—L. A. Boas
Real Estate—L. A. Boas
Travel—Sarah Hutchinson
Society—Sarah Hutchinson

NAMPA (Idaho), IDAHO FREE PRESS (e)
Special Editions: Christmas Mdse. (Thanksgiving Day).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clayton Darrah
Church—Gerald McFarland
Farm—Clayton Darrah
Fashion—Helen Shader
Food—Helen Shader
Garden—Helen Shader
Picture Editor—Clayton Darrah
Radio-Television—Gerald McFarland
Society—Helen Shader

POCATELLO (Idaho), IDAHO STATE JOURNAL (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: (S) Liquor; beer.
No Editions: (e) Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—G. N. Iift; Lyle Olsen
Editorial Writer—R. S. Howard
Food—Marjorie Brehm
Picture Editor—Lloyd Furniss
Society—Marjorie Brehm

TWIN FALLS (Idaho), TIMES-NEWS (d) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Any day ex. Sat.
Special Editions: Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Reid (m); Dick Moon (e) (S)
Aviation—John Reid (m); Dick Moon (e) (S)
Book—Lowell Dick (m) (e) (S)
Business-Financial—John Reid (m); Bob Coughlan (e); Fay Laley (S)
Church—Marjorie Lake (m) (e) (S)
Columnist—Lowell Dick (m) (e) (S)
Editorial Writer—R. S. Tofflemire (m) (e) (S)
Education—Lowell Dick (m) (e) (S)
Farm—John Reid (m); Hans Engh (e) (S)
Fashion—Joyce Shillingburg (m) (e) (S)
Food—Lowell Dick (m) (e) (S)
Garden—Lowell Dick (m) (e) (S)
Librarian—Hans Engh (e); Elwyn Nellis (S)
Motion Picture-Theatrical—Hans Engh (m); Dick Moon (e) (S)
Music—Joyce Shillingburg (m); Katherine Jasper (e) (S)
Photo. Dept. Mgr.—Lowell Dick (m) (e) (S)
Picture Editor—Lowell Dick (m) (e) (S)
Radio-Television—Marjorie Lake (m); Dick Moon (e) (S)
Real Estate—John Reid (m); Fay Laley (e) (S)
Travel—Marjorie Lake (m); Fay Laley (e) (S)
Society—Joyce Shillingburg (m) (e) (S)

WALLACE (Idaho), PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Bull
Aviation—R. J. Bruning
Book—Alyce Murray
Business-Financial—R. J. Bruning
Church—Alyce Murray
Editorial Writer—R. J. Bruning
Food—Alyce Murray
Garden—Marjorie Clark
Radio-Television—R. J. Bruning
Travel—Marjorie Clark
Society—Alyce Murray

ILLINOIS

ALTON (Ill.), TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Year; July 4; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Amelia Ringemann
Columnist—Harold D. Brand
Editorial Writers—Paul B. Cousley; J. J. Dromgoole; Paul S. Cousley
Food—John D. Focht
Librarian—Mrs. G. Hine
Music—Paul S. Cousley

BEARDSTOWN (Ill.), ILLINOIAN-STAR (e)
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving; Veterans Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Laverne Roegge
Columnists—Mrs. Kathryn MacClinchie; W. H. Rodgers
Editorial Writer—Mrs. Vivian Rodgers
Fashion—Helen M. Schaeffer
Food—Helen M. Schaeffer
Garden—Helen M. Schaeffer
Picture Editor—Mrs. Vivian Rodgers
Radio-Television—Laverne Roegge
Society—Helen M. Schaeffer

BELLEVILLE (Ill.), ADVOCATE (e)
Special Editions: New Year Baby Contest (Dec.-Jan.); Dollar Days (Feb.); Friday 13 (when date coincides); Paint-Up-Clean-Up (March); County Fair Ed. (July); Dollar Day (Aug.); Christmas (day before Thanksgiving).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food feature.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alfred G. Henninger
Aviation—Irvin W. Baechle
Book—Leslie S. Crow
Business-Financial—Al R. Schmidt
Church—Leslie S. Crow
Editorial Writers—Leslie S. Crow; Al R. Schmidt
Education—I. W. Baechle
Farm—I. W. Baechle
Fashion—Yvonne T. Arnold
Food—Anna L. Stolle
Garden—I. W. Baechle
Librarian—Leslie S. Crow
Motion Picture-Theatrical—Al R. Schmidt
Music—Yvonne T. Arnold
Photo. Dept. Mgr.—Willard N. DeMestrie
Picture Editor—Leslie S. Crow
Radio-Television—Leslie S. Crow
Real Estate—I. W. Baechle
Travel—Anna L. Stolle
Society—Yvonne T. Arnold

BELVIDERE (Ill.), REPUBLICAN (e)
Special Editions: Dollar Day (Feb.); Dollar Day (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carlyle Neubauer
Aviation—Carlyle Neubauer
Book—R. M. Heck
Church—James Marchewka
Editorial Writers—R. M. Heck
Farm—Carlyle Neubauer
Fashion—Dorothy Coombes
Food—Dorothy Coombes
Librarian—James Marchewka
Motion Picture-Theatrical—R. M. Heck
Music—James Marchewka
Photo. Dept. Mgr.—Fritz Meinheit
Picture Editor—Fritz Meinheit
Radio-Television—Dorothy Coombes
Society—Dorothy Coombes

BENTON (Ill.), NEWS (e)
No Editions: July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Elizabeth Heinemeier; Steve Choisser
Church—Beulah Johnson
Editorial Writers—James Choisser; Joe Jurich; Bill Hollada
Education—James Choisser
Food—Arnold Frier
Photo. Dept. Mgr.—Dan Malkovich
Picture Editor—James Choisser
Society—Beulah Johnson

BLOOMINGTON (Ill.), PANTAGRAPH (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sun.
Special Editions: High School Graduation (Apr.).
Radio Station Affiliation: WJBC - WJBC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wilma Runyon
Columnists—Fred Young; Harold Liston; Frank Bill
Editorial Writer—H. C. Tate
Farm—Frank Bill
Fashion—Helen Rorabach
Food—Lolita Driver
Garden—Lolita Driver
Librarian—Ethel Sinclair
Motion Picture-Theatrical—Ray McClure
Music—Ray McClure
Photo. Dept. Mgr.—Russell B. Miller
Picture Editor—Don Goodrich
Radio-Television—Wilma Runyon
Society—Lolita Driver

(Continued on page 188)

NOW! The American is the FIRST and ONLY Chicago newspaper to show its home-delivered circulation* in an A.B.C. Publisher's Statement

Here's home power you can measure and rely on!

For the first time, home-delivered circulation figures of the Chicago American are shown on an A.B.C. Publisher's Statement. No comparable circulation figures appear on A.B.C. Publishers' Statements of any other Chicago newspaper.

This Statement, for 6 months ending Sept. 30, 1954, shows that the American has:

- 520,233 total net paid circulation... 477,983 in the City and Retail Trading Zone.
- 205,174 copies are home-delivered* each evening, Monday through Friday, in the City and RTZ, which means...
- 42.9% of City and RTZ circulation is HOME-DELIVERED.

Why so much emphasis on home-delivered circulation? Because it is additional proof of home readership and home penetrating power. It proves that people *want* the American every evening... want it delivered right to their homes... where buying decisions for the following day are made.

Furthermore, the Chicago American concentrates almost all of its circulation (91.9%) in the City and Retail Trading Zone... the area that offers you the greatest sales potential.

So doesn't it make sense to advertise *your* merchandise in the Chicago American?

* Carrier Delivery:
City Zone 160,121
Retail Trading Zone. . 45,053
A.B.C. Publisher's Statement, 6 mos. ending Sept. 30, 1954.

Chicago American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Largest evening circulation in Chicago and Suburbs... and by far the largest evening home-delivered circulation, too.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from page 186)

CAIRO (Ill.), CITIZEN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Mrs. John C. Fisher
Education—George B. Curry
Farm—Victor Honey
Food—Earl Jewell
Librarian—Sara Jane Joe
Music—Pruden Malone
Real Estate—George B. Curry
Society—Pruden Malone

CARBONDALE-HERRIN-MURPHYSBORO (Ill.), SOUTHERN ILLINOISAN (e) (S)
Split Run Advertising: Every-other Paper.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.

CARMI (Ill.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—D. Fred Endicott
Farm—Howard M. Reedy
Photo. Dept. Mgr.—Howard M. Reedy
Society—Marie Bassimer

CASEY (Ill.); REPORTER (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial; July 4th; Labor Day; Armistice. Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and /or MANAGERS
Editorial Writer—H. L. Hamilton, Pub.
Society—Eldora Souder

CENTRALIA (Ill.), SENTINEL (e)
Special Editions: Year End Chronology (Dec.).
No Editions: New Years; Christmas; July 4th; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. Louis Beau
Editorial Writers—Verne E. Joy; C. A. Frazer; A. J. Perrine.
Farm—Earl Jupin
Food—Opal Loucks
Garden—Opal Loucks
Photo. Dept. Mgr.—David Frazer
Picture Editor—C. A. Frazer
Travel—Verne Joy
Society—Opal Loucks

CHAMPAIGN-URBANA (Ill.), COURIER (e) (S)
Special Editions: Father's Day (June); Spring Fashion (Mar.); Christmas Greetings (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.

CHAMPAIGN-URBANA (Ill.), NEWS-GAZETTE (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Evening only.
Split Run Advertising: Evening only. Every-other Paper thru 24 pages.
Advs. Not Accepted: Liquor (Sunday only).
Special Editions: Dollar Day (Jan.); Spring Edition (Mar.); Cotton Ed. (Apr.); Baby Week (Apr.); Mothers Day (May); Straw Hat (May); Fathers Day (June); Dollar Day (Aug.); Back to School (Aug.); Shoe Edition (Sept.); Fall Opening Ed. (Sept.); Furniture Ed. (Sept.); Men's Wear Ed. (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas; Labor Day.
Syndicated Magazine Section Carried; Family Magazine.
Radio Station Affiliation: WDWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—John Massey
Farm—Doc Shere
Librarian—Louise Hall
Photo. Dept. Mgr.—Joe Blessman

CHARLESTON (Ill.), COURIER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Robert W. Black
Picture Editor—Robert W. Black
Society—Florence Lacey

CHICAGO (Ill.), AMERICAN (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Misleading or extravagant claims; medical cures.
Special Editions: Cooking Guide (Nov.); Path of Beauty (Aug.); Business Review (Jan.); Automobile (Jan.).
No Editions: New Years; Memorial Day; July 4th; Christmas.
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food column daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. D. Wilson
Business-Financial—H. C. Thompson
Cartoonist—J. W. Walbridge
Church—S. B. Pieza
Columnists—N. L. Gross; H. N. Bundesen; Warren W. Brown
Editorial Writer—R. R. Knotts
Farm—Leland L. Chesley
Fashion—Patricia Starrels
Food—Dorothy Thompson
Garden—William C. Blaesing
Librarian—Ben Cupan
Motion Picture—Ann Marsters
Music-Theatrical—Roger C. Dettmer
Photo. Dept. Mgr.—A. C. Berardi
Picture Editor—Vern Whaley
Radio-Television—Janet Kern
Real Estate—E. M. Weber
Travel—H. H. Beck

CHICAGO (Ill.), DAILY CALUMET (e)
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Arnold Siegel
Columnist—Frieda K. Zimmerman
Editorial Writers—Arnold Siegel; Pat Salberg; Albert Brevard
Fashion—Pat Salberg
Food—Pat Salberg
Garden—Pat Salberg
Photo. Dept. Mgr.—Stanley M. Pinski
Picture Editor—Stanley M. Pinski
Radio-Television—Arnold Siegel
Society—Pat Salberg

CHICAGO (Ill), NEWS (e)
Run-of-paper Color Advs.: One and black-all days.
Advs. Not Accepted; Liquor
Special Editions: Annual Business Review (Jan 2); International Travel Issue (Feb 6); Spring Fashion Section (Mar 10); Auto Show Number (Mar 13); Spring Travel Section (Apr 17); Summer Travel (June 5); Fall Fashions (Sept 15); Fall Travel Section (Oct 16); Christmas Gift Guide (Nov 27 (Roto)); Winter Travel (Nov 27).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: W. I. N. D.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walt Green
Aviation—Walt Green
Book—Van Allen Bradley
Business-Financial—Herman Seely
Cartoonist—Cecil Jensen
Church—Carlton Ihde
Columnists—Sydney J. Harris; Tony Weitzel
Editorial Writers—A. T. Burch; John Johnston; Carl Kesler; Fred Pannwitt; Van Allen Bradley
Education—Helen Fleming
Farm—George Thiem
Fashion—Peg Zwecker
Food—Isabel DuBois
Librarian—Thomas Sayers
Motion Picture-Theatrical—Samuel Lesner; Sydney J. Harris
Music—Irving Sablosky
Photo. Dept. Mgr.—Andrew Miller
Picture Editor—Joseph Mann
Radio-Television—Ethel Daccardo
Real Estate—Albert Jedlicka Jr.
Travel—Lucia Lewis

CHICAGO (Ill.), SUN-TIMES (m) (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily & Sun. in issues up to 80 pages.
Split Run Advertising: Every-other Paper.
Special Editions: Travel (Jan., Apr., June, Oct., Dec.), Fall Fashions, Back-to-School (Aug.); Do-It-Yourself (Oct.); Auto (Jan.).
Magazine Section Carried: Parade.
Group Membership: Metropolitan.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Kandlik
Aviation—Ed Kandlik
Book—Herman Kogan
Business-Financial—Otto M. Smucker
Cartoonist—Jacob Burck
Church—Dolores McCahill
Columnists—Irv Kupcinet; Herb Graffis; John Dreiske
Editorial Writers—Robert E. Kennedy; Gerald Robichaud
Education—Ruth Dunbar
Fashion—Jean Davisson
Food—Martha Reynolds
Garden—James Burdett
Librarian—Virginia McEachern
Motion Picture-Theatrical—Herman Kogan; Doris Arden
Music—Dr. Felix Borowski
Photo. Dept. Mgr.—Ralph Frost
Picture Editor—Maury Falstein
Radio-Television—Lucie Carter
Real Estate—Otto M. Smucker
Travel—Wade Franklin
Society—Mary Dougherty

CHICAGO (Ill.), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically Thursday & Sunday; Every-other Paper daily & Sunday.
Advs. Not Accepted: some medical; fortune tellers.
Special Editions: Annual Business Review (m); Four Resort & Travel Editions (S).
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; First 3 Markets Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGN.
Television Station Affiliation: WGN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Foust
Aviation—Wayne Thomis
Book—Frederick Babcock
Business-Financial—Phil Hampson
Cartoonists—Carey Orr; Joseph Parrish; Daniel Holland
Church—Rev. John Evans
Columnists—Delos Avery; Shiela Daly; John T. McCutcheon Jr; Ruth McKay; Lucy Miller; Arch Ward
Editorial Writers—Leon Stolz; George Morgenstern; Joseph Ator; Reuben Cahn; Carl Wiegman
Education—Rev. John Evans
Farm—Richard T. Orr
Fashion—Rea Seeger
Food—Mary Mead
Garden—Frank K. Balthis
Librarian—Charles Smutny
Motion Picture-Theatrical—Anna Nangle
Music—Claudia Cassidy
Photo. Dept. Mgr.—Lyman Atwell
Picture Editor—Walter Willey
Radio-Television—Larry Wolters
Real Estate—Al Chase
Travel—Frank J. Cipriani

CHICAGO (Ill.), THE WALL STREET JOURNAL (Midwest Edition) (m)
Split Run Advertising: Geographically
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Financial News Editor—George Shea
Columnists—Oliver Gingold; J. Howard Rutledge; Lindley H. Clark; George Shea
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner

CLINTON (Ill.), JOURNAL & PUBLIC (e)
No Editions: Christmas; Thanksgiving; Labor Day; July 4th; Decoration Day.

DANVILLE (Ill.), COMMERCIAL-NEWS (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Farm Bureau Edition (Jan.); Dollar Day (Feb.); Graduation (May); Clean Up-Paint-Up-Fix Up (May); Farm Safety Edition (July); Eastern-Illinois Fair Assn. Ed. (July); Back to School Edition (Aug.); Dollar Day (Aug.); National Home Week Edition (Sept.); Fire Prevention Week (Oct.); Holly Edition (Christmas) (Nov.); Gifts for the Home Furniture Ed. (Nov.); Christmas Gift Day (Dec.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & Household Page on Wednesdays.
Radio Station Affiliation: WDAN.
Television Station Affiliation: WDAN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Gagie
Book—M. J. Gagie
Business-Financial—M. J. Gagie
Church—Ed Hutchinson
Columnists—Robert Wright; Regina LePage; William Houpt
Editorial Writers—M. J. Gagie; Merrill Faulk
Education—George Burow
Farm—Merrill Faulk
Fashion—Mary Bissey
Food—Mary Bissey
Garden—Marie Hutton
Librarian—Norma Ellis
Motion Picture-Theatrical—Lloyd Combs
Photo. Dept. Mgr.—Robert Wittig
Picture-Editor—Robert Wright
Radio-Television—Joe Townsley
Society—Mary Bissey

DECATUR (Ill.), HERALD (m); REVIEW (e); HERALD & REVIEW (S)
Split Run Advertising: Every-other Paper.
Special Editions: Fashion (Feb. & Sept.); Furniture & Floor Covering (Sept.).
Food and/or Household Dept.: Household page daily except Sun; Food Thurs.
Radio Station Affilation: WSOY.

DeKALB (Ill.); CHRONICLE (e)
No Editions: New Years; Decoration Day; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. F. Raymond
Editorial Writer—Robert F. Greenaway

DIXON (Ill.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 4 colors daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Home Show (Apr.); High School (June); Back to School (Aug); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Market Assn; Inland Daily Press Assn.
Food and/or Household Dept: Food section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norm Jollow
Aviation—Norm Jollow
Book—Roger Thompson
Business-Financial—Cliff Coughlin
Church—Monte Helme
Columnists—Cliff Coughlin; Roger Thompson; Norman Jollow
Editorial Writer—Cliff Coughlin
Education—Roger Thompson
Farm—Roger Thompson
Fashion—Beverly Strouss
Food—Beverly Strouss
Garden—Monte Helme
Librarian—Mrs. Lucy Wolf
Motion Picture-Theatrical—Cliff Coughlin
Photo. Dept. Mgr.—Mrs. Ethel Buchner
Picture Editor—Cliff Coughlin
Radio-Television—Cliff Coughlin
Real Estate—Monte Helme
Society—Beverly Strouss

DuQUOIN (Ill.), CALL (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Wed.
Advs. Not Accepted: Liquor.
Special Editions: DuQuoin State Fair (Aug.); Christmas Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.

EDWARDSVILLE (Ill.), INTELLIGENCER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Armistice; Christmas.

EFFINGHAM (Ill.), NEWS (e)
Special Editions: Farm-Fair Edition (Aug.); Year-End-Progress (Dec.).
No Editions: Memorial Day; Labor Day; July 4th; Christmas; New Years; Veterans Day.
Radio Station Affiliation: WCRA
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Franklin Dooling
Business-Financial—Franklin Dooling
Editorial Writers—F. F. McNaughton; Joe E. McNaughton; John McNaughton
Farm—Marge Schuch
Fashion—Vera H. Starner
Food—Franklin Dooling
Radio-Television—Franklin Dooling
Society—Vera H. Starner

ELGIN (Ill.), COURIER-NEWS (e)
Special Editions: Auto Show (Jan.); Graduation (May); Back To School (Aug.); Christmas Gift (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas; Memorial Day.
Food and/or Household Dept.: Daily food column; household features Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Kendall White
Editorial Writer—C. Raymond Long
Farm—Arthur Johnson
Fashion—Irene Miller
Librarian—June Ross
Music—Frank Sorn
Photo. Dept. Mgr.—Alex Clark
Picture Editor—John Thompson
Radio-television—Edwin Joyce
Society—June Ross

FREEPORT (Ill.), JOURNAL-STANDARD (e)
Special Editions: Building (May); Fair (Aug.), Fashions (Apr. & Sept.).
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Taylor
Book—E. Yager
Church—Grace Barnett
Editorial Writer—D. L. Breed
Education—E. Yager
Farm—H. R. Patton
Fashion—Olga Carlile
Food—Olga Carlile
Garden—Grace Barnett
Librarian—Olga Carlile
Motion Picture-Theatrical—Grace Barnett
Music—Wm. Pfender
Photo. Dept. Mgr.—Joe Hale
Picture Editor—Ford Fuller
Radio-Television—Grace Barnett
Society—Margaret Conn

GALESBURG (Ill.), REGISTER-MAIL (e)
Special Editions: Spring Opening (Mar. or Apr.); Fall Opening (Sept. or Oct.).
No Editions: New Years; Memorial Day; July 4th, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept; Food section Thurs.
Radio Station Affiliation: WGIL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Clay
Book—M. H. Eddy
Business-Financial—R. F. Jelliff
Cartoonist—Henry Clay
Church—Emil Dalberg
Columnists—Adeline Kerr; M. H. Eddy
Editorial Writers—R. F. Jelliff; M. H. Eddy
Education—M. H. Eddy
Farm—Henry Clay
Fashion—Adeline Kerr
Food—Adeline Kerr
Garden—Henry Clay
Motion Picture-Theatrical—M. H. Eddy
Music—M. H. Eddy
Photo. Dept. Mgr.—Charles Morrow
Picture Editor—W. B. Carthers
Radio-Television—Leo Sullivan
Society—Adeline Kerr

HOOPESTON (Ill.), CHRONICLE-HERALD (e ex. Sat)
Special Editions: Sweet Corn Festival (Sept.); Farm City Day (Mar.); Dollar Days (Feb.-Aug.).
No Editions: July 4th; Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Frank R. Mills; Cary Clive Burford; Robert Gold

JACKSONVILLE (Ill.), JOURNAL (m); COURIER (e); JOURNAL AND COURIER (S)
Advs. Not Accepted: Mail order
Annual Special Editions: Cooking School (Mar.)
No Editions: New Years; July 4; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WLDS-AM WLDS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. A. Fay (m)
Editorial Writers—W. L. Fay (m) (S); B. B. Ridgway (e)
Fashion—M. L. Hempel (m)
Food—M. L. Hempel (m)
Photo. Dept. Mgr.—C. Tendick (m) (S)
Travel—R. A. Fay (e)
Society—M. L. Hempel (m) (S)

JOLIET (Ill.), HERALD-NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. except Thurs. and Fri.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Jan. 1); Farm Edition (Feb. & Aug.); Bldg. Supply (Monthly ex. Aug.); Fashion (Spring & Fall).
No Editions: Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Howk
Cartoonist—Bob Cary
Church—Elmer Ott
Columnists—Jack Thorne; Dan Albrecht; Don Merwin; Bob Cary.
Editorial Writers—John F. Lux; Dan Albrecht
Education—Madeline Wellnitz
Farm—Ken Fry
Fashion—Joan Thorpe
Food—Joan Thorpe
Garden—Joan Thorpe
Motion Picture-Theatrical—Jack Thorne
Photo. Dept. Mgr.—Glenn Whitney
Picture Editor—Glenn Whitney
Radio-Television—Jack Thorne
Society—Joan Thorpe

KANKAKEE (Ill.), JOURNAL (e) (S)
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WKAN
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maynard Benshausen
Church—Maynard Benshausen
Columnists—Gilbert Brenner; Herbert Jannusch; Mary Jean Houde
Editorial Writer—Bruce Brown
Farm—Joeseph Larson
Food—Mary Jean Houde
Librarian—Alicia Christiansen
Photo. Dept. Mgr.—Robert Bydalek
Picture Editor—Ed Shipley
Radio-Television—Howard Schmalzried
Society—Mary Jean Houde

(Continued on page 190)

the only Growing Daily Newspaper in Chicago

IN THIS POSTWAR ERA

AMERICAN
DOWN
11,076

SUN-TIMES
DOWN
86,354

TRIBUNE
DOWN
183,987

The circulation of the Chicago Daily News stands at its postwar high—UP 85,304 from 1946.

All other Chicago daily newspapers are DOWN from 1946. The Daily Tribune has lost 183,987. The Daily Sun-Times has lost 86,354 since the merger in 1948, the first year available for comparison. The Evening American has lost 11,076. Source: ABC Publishers' Statements for six-month periods ending September 30, 1954 . . . and prior years.

CHICAGO DAILY NEWS

Chicago's HOME Newspaper JOHN S. KNIGHT, Publisher

CHICAGO NEW YORK DETROIT MIAMI SAN FRANCISCO LOS ANGELES

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from page 188)

KEWANEE (Ill.), STAR COURIER (e)
Run-of-Paper Color Advs.: Up to 1 color. Thurs. and other days according to press capacity.
Special Editions: Dollar Day (Feb. and Aug.); Christmas (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. G. Moriarity
Aviation—James Rawlings
Book—Norma Blewett
Business-Financial—Emil Anson
Church—Norma Blewett
Columnist—Frank P. Johnson
Editorial Writer—C. R. Ketridge
Education—G. G. Moriarity
Farm—James Macpherson
Fashion—Norma Blewett
Food—Norma Blewett
Garden—Darlene Nelson
Librarian—Norma Blewett
Motion Picture-Theatrical—Norma Blewett
Music—Norma Blewett
Photo. Dept. Mgr.—Roger Smith
Picture Editor—G. G. Moriarity
Radio-Television—Norma Blewett
Real Estate—G. G. Moriarity
Travel—Norma Blewett
Society—Norma Blewett

LaSALLE-PERU-OGLESBY (Ill.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

LEWISTOWN (Ill.), NEWS (e)
No Editions: Christmas; New Years.

LINCOLN (Ill.), COURIER (e)
No Editions. New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Delber D. Geskey
Aviation—Wm. Sparling
Book—F. K. Krimmel
Business-Financial—John L. Nugent
Cartoonist—Ralph Shoup
Church—O. E. Werth
Columnist—Allyne V. Nugent
Editorial Writers—Allyne V. Nugent; John L. Nugent
Education—Gerry Brannan
Farm—Wm. Danley
Fashion—L. M. Wertheim
Food—Mabel Musick
Garden—Albertha Koller
Librarian—Albertha Koller
Motion Picture-Theatrical—David Emery
Music—Ken Goodrich
Photo. Dept. Mgr.—D. Geskey
Picture Editor—Wm. Danley
Radio-Television—D. Emery
Travel—Frances Krimmel
Society—Mabel Musick

LITCHFIELD (Ill.), NEWS-HERALD (e)
Special Editions: Dollar Days (Feb.-Aug.); Christmas (Nov.).
No Editions: December Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to John P. Hanofin.

MARION (Ill.), REPUBLICAN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Paul A. Frick
Book—Oldham Paisley
Church—Paul A. Frick
Editorial Writers—Oldham Paisley; Homer Butler
Farm—Homer Butler
Food—Annetta Paisley
Radio-Television—Homer Butler
Travel—Oldham Paisley
Society—Annetta Paisley

MARSEILLES (Ill.), PRESS (e)
Special Editions: Christmas (Dec.).
No Editions: Thanksgiving; Christmas; New Years; Labor Day; Memorial Day.

MATTOON (Ill.), JOURNAL-GAZETTE (e)
Special Editions: Dollar day (Feb. & Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Norman Lynch
Church—John R. Miller
Editorial Writers—Wm. B. Hamel; John R. Miller
Farm—John R. Miller
Radio-Television—John R. Miller
Society—Mrs. Anne Ryan

MOLINE (Ill.), DISPATCH (e)
Split Run Advertising: Every-other Paper.
Special Editions: Year End (Dec.); Auto Show (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Food, Wed.
Radio Station Affiliation: WHBF.
Television Station Affiliation: WHBF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Thompson
Aviation—Jack Sundine
Book—Nannette Carter
Columnists—Fred A. Klann; John Warren; Jim Dix; Elizabeth McCarthy; Mabel Weise
Editorial Writer—Jack Sundine
Education—James Dix
Farm—Clifford Lant
Fashion—Carla Reynolds
Food—Mabel Weise
Garden—Mabel Weise
Librarian—Richard Warwick
Motion Picture-Theatrical—George Golson
Music—Mabel Weise
Photo. Dept. Mgr.—John A. Mills
Picture Editor—Duke Woods
Radio-Television—Elizabeth McCarthy
Real Estate—Art Hobbs
Society—Mabel Weise

MONMOUTH (Ill.), REVIEW ATLAS (e)
Advs. Not Accepted: Alcoholic beverage; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. R. Moffet
Aviation—Ralph Eckley
Book—V. L. Moffet
Business-Financial—V. L. Moffet
Church—H. R. Moffet
Editorial Writer—H. R. Moffet
Education—R. B. Eckley
Farm—R. B. Eckley
Fashion—Phyllis Fusch
Food—D. R. Moffet
Garden—L. A. Ryan
Librarian—N. Keller
Motion Picture-Theatrical—V. L. Moffet
Music—T. M. Hamilton
Photo. Dept. Mgr.—V. L. Moffet
Picture Editor—V. L. Moffet
Radio-Television—D. R. Moffet
Real Estate—V. L. Moffet
Travel—V. L. Moffet
Society—Phyllis Fusch

MORRIS (Ill.), HERALD (e)
No Editions: New Years; Christmas; July 4th; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Thomas E. West.

MT. CARMEL (Ill.), REPUBLICAN-REGISTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

OLNEY (Ill.), MAIL (e)
Special Editions: Dollar Day (Feb. & July); Seasonal Fashions.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.

OTTAWA (Ill.), REPUBLICAN-TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Progress Edition (Dec. 31).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. C. Tisler; J. Ray Beffel
Editorial Writer—Herb Hames
Farm—C. C. Tisler
Society—Helen Copeland

PARIS (Ill.), BEACON-NEWS (e)
Special Editions: Vacation (May); Back to School (Aug.)
No Editions: Christmas; New Years; Memorial Day; Thanksgiving; Labor Day; 4th of July.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—E. H. Jenison
Education—E. H. Jenison
Society—Vesta Twyman

PEKIN (Ill.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thursday.
Advs. Not Accepted: Liquor.
Annual Special Editions: New Years (Dec. 31); Spring Fashions (before Easter); Fall Fashions (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Virginia Smith
Editorial Writers—F. F. McNaughton; John T. McNaughton
Farm—Paul Ketcham
Fashion—Irene Quevy
Food—Marie Lewis; Irene Quevy
Photo. Dept. Mgr.—John Anderson
Picture Editor—John Anderson
Radio-Television—Marie Lewis
Society—Irene Quevy

PEORIA (Ill.) STAR (m) JOURNAL (e) JOURNAL-STAR (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday except Saturday.
Split Run Advertising: Geographically
No Editions: Christmas
Magazine Section Carried; Parade.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Beers (m); Leo Gruba (S)
Book—Evelyn Miller (m); Henry Williams (e)
Business-Financial—George Triff (m); Walter Whitney (e); Leo Gruba (S)
Cartoonist—Les Immel (e) (S)
Church—Wilma Lemberg (m); Walter Whitney (e)
Columnists—Gomer Bath (m) (S); Sidney Baldwin (m); Evabeth Miller (m); Bill Conver (m); William Little (e); George Magenheimer (S)
Editorial Writers—Gomer Bath (m) (S); Jerry Klein (m) (S); F. George Magenheimer (e) (S); Charles Dancey (e) (S)
Education—Arthur Andrews (m); William Little (e); Mrs. Joclyn Gerry (S)
Farm—Jack Everly (m); John Wenke (S)
Fashion—Ellen Derges (m); Mrs. Joclyn Gerry (e) (S)
Food—Nevah Simmons (m); Arnold Burnett (e)
Garden—John Wenke (e) (S)
Librarian—Harry Phillips
Motion Picture-Theatrical—Evabeth Miller (m); R. M. Shepherdson (e) (S)
Music—Evabeth Miller (m) (S); Theo Powell Smith (e) (S)
Photo. Dept. Mgr.—Eddie Meier
Picture Editor—Edw. Meier (e) (S)
Radio-Television—R. M. Shepherdson
Real Estate—Haskell Armstrong (S)
Travel—Virginia Chase (e) (S)
Society—Ellen Derges (m); Sarah Haskins (e); Joclyn Gerry (S)

QUINCY (Ill.), HERALD-WHIG (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily ex. Sun & Thurs.
No Editions: Jan. 1; July 4; Labor Day; Christmas.
Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WGEM
Television Station Affiliation: WGEM-TV

ROCKFORD (Ill.), STAR (m) (s); REGISTER-REPUBLIC (e)
Run-of-Paper Color Advs.: 1 color.
Radio Station Affiliation; WROK.
DEPARTMENTAL EDITORS and/or MANAGERS
Business Financial—C. H. Nelson (m) (s); William G. Garson (e)
Church—Robert Williams (m) (S), Fred Pease (e)
Columnists—John W. Grimes; C. H. Nelson (m) (S); William G. Garson (e)
Editorial Writers—Howard Blomberg (m) (S); Wayne E. Phillips (e)
Farm—John P. Scholler (m) (S)
Fashion—Isadora Nelson (m) (S); Jean Richmond (e)
Food—Isadora Nelson (m) (e) (S)
Motion Picture-Theatrical—Oliver Cremer (m) (S); Robert Monahan (e)
Music—Mollie Grimes (m) (e) (S)
Photo. Dept. Mgr.—Fred F. James (m) (e) (S)
Radio-Television—William H. Klusmeier (m) (e) (S)
Travel—C. H. Nelson (m) (S); William G. Garson (e)
Society—Jean Richmond (m) (e) (S)

ROCK ISLAND (Ill.), ARGUS (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Year End. (Dec.); Auto Show (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHBF
Television Station Affiliation: WHBF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn L Ash.
Aviation—Lynn L. Ash
Book—George W. Wickstrom
Business-Financial—C. W. Bleuer
Church—Herbert E. Wilson
Columnists—George W. Wickstrom; George R. Smith; J. W. Ramsey
Editorial Writers—J. W. Ramsey; George W. Wickstrom; Herbert E. Wilson
Education—Dean Collins
Farm—Edgar C. Cook
Fashion—Phyllis Owens
Food—Phyllis Owens
Garden—Herbert E. Wilson
Librarian—Dolores Asquith
Motion Picture-Theatrical—Robert Lucken
Music—Phyllis Owens
Photo. Dept. Mgr.—Sam Bjorkman
Picture Editor—George R. Smith
Radio-Television—Charles Sanders
Real Estate—Herbert E. Wilson
Travel—Herbert E. Wilson
Society—Phyllis Owens

SHELBYVILLE (Ill.), NEWS (e)
Special Editions: Farm Land (Oct.); Farm Edition (Apr.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Otha Lanier
Columnists—Robert L. Edmiston; C. E. Neubauer
Editorial Writers—C. E. Neubauer; Luther C. Paxton
Farm—Luther C. Paxton
Fashion—Emma L. Paxton
Food—Catherine Edmiston
Librarian—Marjorie Stewardson
Photo. Dept. Mgr.—Otha Lanier
Real Estate—Robert L. Edmiston
Society—Catherine Edmiston

SHELBYVILLE (Ill.), UNION (e)
Special Editions: Christmas (Dec.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Easter; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Maxine Lowe
Farm—George Frazier
Photo. Dept. Mgr.—Frances Frazier
Picture Editor—George Frazier
Society—Frances Frazier

SPRINGFIELD (Ill.), JOURNAL (m) REGISTER (e) JOURNAL & REGISTER (S)
Run-of-Paper Color Advs: Up to 4 colors. Almost every day.
Special Editions: Christmas (Nov.); Year-End (Dec.); Pictorial (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. F. Dagon
Columnists—J. Emil Smith (m); V. Y. Dallman (e) (S)
Editorial Writers—Virgil Tipton (m); V. Y. Dallman (e) (S)
Librarian—Mary C. Collins
Motion Picture-Theatrical—W. F. Dagon
Photo. Dept. Mgr.—Charles Bilyeu

STERLING (Ill.), GAZETTE (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm and Farm Bureau (Feb.); Builders (Mar.); Spring & Fall Fashion (Mar; Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Preston F. Grandon; Robert J. Unzicker; Harry E. Kidd
Editorial Writer—Preston F. Grandon
Farm—Edgar L. Young
Society—Wilda Adams

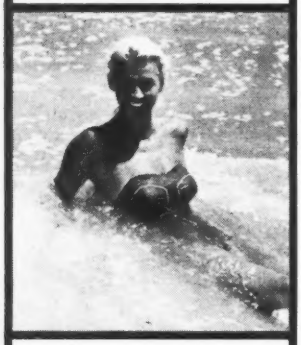
STREATOR (Ill.), TIMES-PRESS (e)
Special Editions: Automobile Show (March).
No Editions: Christmas; New Years; December Day; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Godfrey
Business-Financial—J. R. Fornof
Editorial Writer—J. R. Fornof
Farm—W. Godfrey Jr.
Fashion—B. Gardner
Food—L. Durdan
Photo. Dept. Mgr.—H. McDonald
Society—B. Gardner

TAYLORVILLE (Ill.), BREEZE-COURIER (e)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Christmas (Dec.); First Baby (Dec.); County Fair (July).
No Editions: Veterans Day; Labor Day; Christmas; Thanksgiving; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Cooper
Aviation—James F. Cooper
Book—James F. Cooper
Business-Financial—James F. Cooper
Church—James F. Cooper
Columnist—Rex Syndergaard
Editorial Writer—Rex Syndergaard
Education—Rex Syndergaard
Farm—James F. Cooper
Fashion—James F. Cooper
Food—James F. Cooper
Garden—James F. Cooper
Librarian—James F. Cooper
Motion Picture-Theatrical—James F. Cooper
Music—Harold Hixenbaugh
Picture Editor—James F. Cooper
Real Estate—James F. Cooper
Travel—James F. Cooper
Society—James F. Cooper

WATSEKA (Ill.), IROQUOIS COUNTY TIMES (e)
Special Editions: Basket Ball (Jan.); $ Day (Feb.-Aug.); Harvest Festival (Oct.); Thanksgiving (Nov.); Christmas (Dec.); New Years Day.
No Editions: December Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Anthony A. Allegretti; Cloyce K. Nichols; Leslie Stansbury
Farm—John Bell
Garden—John Bell
Society—Phyllis Jameson

WAUKEGAN (Ill.), NEWS-SUN (e)
Run-of-Paper Color Advs.: Up to 3 colors, Mon., Wed. & Fri; one color and black, Tue. & Fri.
Special Editions: Spring Fashion (Mar.); Annual Building (Apr.); Fall Fashion Section (Aug.); Radio-TV Furniture (Sept.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Daily articles.
Radio Station Affiliation: WKRS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Crawford
Aviation—George Crawford
Book—Mrs. Margaret Searing
Business-Financial—Mr. R. A. Kennedy
Cartoonist—Don Moore
Church—Mrs. Margaret Searing
Columnists—George Crawford; William Stuart; Chick Hunt
Editorial Writers—George Crawford; F. Ward Just
Education—George Crawford
Farm—George Rinehart
Fashion—Mrs. Margaret Searing
Food—Mrs. Margaret Searing
Garden—Donald R. Foxvog
Librarian—Mrs. Doris Paizer

COVERAGE



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ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WAUKEGAN (ILL) NEWS-SUN — Cont'd
Motion Picture-Theatrical—Chick Hunt
Music—Chick Hunt
Photo. Dept. Mgr.—James McNeany
Picture Editor—George Crawford
Radio-Television—Mrs. Doris Paizer
Real Estate—Roland Kennedy
Travel—Roland Kennedy
Society—Mrs. Margaret Searing

WEST FRANKFORT (Ill.), AMERICAN (e)
Advs. Not Accepted: Wine and liquor.
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving.

INDIANA

ANDERSON (Ind.), HERALD (m) (S); BULLETIN (e)
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.).
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Floyd Schuyler (m); Margaret Horton (e)
Aviation—Thamar Vermillion (m); Robert Quinn (e)
Book—Floyd Schuyler (m); Margaret Horton (e)
Business-Financial—Floyd Schuyler (m); Robert Quinn (e)
Church—Edna Ebersole (m); Robert Quinn (e)
Columnists—Thom Gephardt & William Wade (m); H. M. Kennedy (e); Robert Quinn (e)
Editorial Writers—Thom Gephardt (m); H. M. Kennedy (e)
Education—Thamar Vermillion (m), Margaret Horton (e)
Farm—Paul Lane (m); Sam Forkner (e)
Fashion—Jane Heritage (m); Juliet Crittenberger (e)
Food—Jane Heritage (m); Margaret Horton (e)
Garden—Floyd Schuyler (m); Sam Forkner (e)
Librarian—Thamar Vermillion (m); Carolyn Carmany (e)
Motion Picture-Theatrical—Floyd Schuyler (m); Margaret Horton (e)
Music—William Wade (m); Margaret Horton (e)
Photo. Dept. Mgr.—Floyd Schuyler (m); Gene Bock (e)
Picture Editor—Floyd Schuyler (m); Gene Bock (e)
Radio-Television—Floyd Schuyler (m); Juliet Crittenberger
Real Estate—Floyd Schuyler (m); Byron Louiso (e)
Travel—Floyd Schuyler (m); Juliet Crittenberger (e)
Society—Jane Heritage (m); Marilyn Daugherty (e)

ATTICA (Ind.), LEDGER-TRIBUNE (e ex. Sat)
Split Run Advertising: Geographically.
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Don M. Montgomery.

BEDFORD (Ind.), TIMES-MAIL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Wed. and Fri.
Special Editions: Spring Opening (Mar.); Back to School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Four times a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—William Beeman
Church—Joyce Long
Editorial Writers—Stewart Riley; Ray Snapp
Farm—John Fancher
Food—Joyce Long
Society—Joyce Long

BICKNELL (Ind.), NEWS (e)
Special Editions: Fair Edition (Aug.); Christmas Greeting Edition (Dec.).
No Editions; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Avenell Powell
Business-Financial—Mrs. Avenell Powell
Church—Mrs. Avenell Powell
Editorial Writer—Don Radler
Farm—Don Radler
Fashion—Miss Betty Jo Lloyd
Food—Mrs. Avenell Powell
Garden—Miss Betty Jo Lloyd
Motion Picture-Theatrical—Don Radler
Radio-Television—Don Radler
Travel—Don Radler
Society—Mrs. Avenell Powell

BLOOMFIELD (Ind.), WORLD (e)
No Editions: 5 Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—William C. Miles
Editorial Writer—John A. Watkins
Society—Margaret Hudson

BLOOMINGTON (Ind.), HERALD-TELEPHONE (e)
Run-of-Paper Color Advs.: 1 color. Any day except Thursday.
Advs. Not Accepted: Class; help wanted.
Special Editions: Cooking School (Mar.).
No Editions: Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Wm. Dyer
Church—Nancy Brown
Columnist—Bill Dyer
Editorial Writers—Geo. Wise; Bruce Temple; Stewart Riley
Education—Wm. Dyer
Fashion—Lola Graham
Food—Lola Graham
Librarian—Bennett Reed
Photo. Dept. Mgr.—Lee Root

BLUFFTON (Ind.), NEWS-BANNER (e) (S)
Advs. Not Accepted: Alcholic beverages.
Special Editions: Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; Labor Day; July 4th; Thanksgiving; Christmas.

BRAZIL (Ind.), TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Veterans Day; Thanksgiving; Christmas.

COLUMBIA CITY (Ind.), POST-COMMERCIAL MAIL (e)
Advs. Not Accepted: Liquor; Vending Machines.
Special Editions: Auto Show (Mar.); Dollar Day (Aug. & Feb.); Clearance (Jan. & July).
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale Gillespie
Church—Hester Adams
Editorial Writers—J. Q. Adams; Hal Olree
Farm—Robt. Fahl
Society—Gertrude Meredith

COLUMBUS (Ind.), REPUBLICAN (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving; Labor Day.

CONNERSVILLE (Ind.), NEWS-EXAMINER (e)
Run-of-Paper Color Advs.: Up to 2 colors daily.
No Editions: July 4th; Labor Day; Memorial Day; Christmas; Thanksgiving.
Radio Station Affiliation: WCNB AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George S. Tatman
Book—Candace Murray
Church—Mrs. Ruth Davis
Columnists—Arthur E. Neal; Candace Murray
Editorial Writers—Arthur Neal; Emmett Jackson
Education—Candace Murray
Farm—J. L. Foster
Fashion—Carolyn Hopkins
Food—Carolyn Hopkins
Garden—J. L. Foster
Librarian—Carolyn Hopkins
Motion Picture-Theatrical—Mrs. Ruth Davis
Music—Emmett Jackson
Radio-Television—Emmett Jackson
Real Estate—H. D. Gilliland
Travel—Carolyn Hopkins
Society—Carolyn Hopkins

CRAWFORDSVILLE (Ind.), JOURNAL-REVIEW (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Aug.); Fall Opening (Sept.).
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.

DECATUR (Ind.), DEMOCRAT (e)
Special Editions: Christmas Greetings (Dec.); Basketball (Feb.).
No Editions: New Years; Christmas; Labor Day; Decoration Day; July 4; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Dick Heller, Gen. Mgr.

ELKHART (Ind.), TRUTH (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WTRC
Television Station Affiliation: WSJV.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Virginia Thompson
Editorial Writer—Robert W. Schnuck
Farm—Carl Miller
Fashion—Virginia Thompson
Food—Virginia Thompson
Society—Virginia Thompson

EVANSVILLE (Ind.), COURIER (m); PRESS (e); COURIER & PRESS (S)
Run-of-Paper Color Advs.: Up to 3 colors. 1 color daily except Friday; Sat. 3 colors. Mon. Tues. Sat.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May); Picnic Month (July); Recipe (Nov.); Christmas Greetings (Dec.); Oil Progress Week (Oct.); Home Show (May).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rodney Anderson (m); Ed Klingler (e); John C. Polly (S)
Aviation—Rodney Anderson (m); Ed Klingler (e);
Book—Alma Oberst (e); Marie Woods (e); Ed Moss (S)
Business-Financial—Rodney Anderson (m); Ed Klingler (e); Ed Moss (S);
Cartoonists—Karl Kae Knecht (m) (S); Larry Hill (e)
Church—William Edwards (m); Janice Besing (e)
Columnists—Dan Scism (m); James Fraser (m); Laura Anne Rumpf (m); Bish Thompson (e); John Boyles (m); Homer Bow (m); Margaret Emrich (S); Ed Moss (S)
Editorial Writers—John Hillman (m); Earl H. Richert (e); John C. Polly (S)
Education—Dorothy Rutkin (m); Mace Brodie (e); Jack Alexander (S)
Farm—J. B. Renow (m); Fred Sievers (e); Jack Alexander (S)
Fashion—Marie H. Woods (m); Harriet Jenner (e); Margaret Emerich (S)
Food—Marie H. Woods (m); Harriet Jenner (e); Margaret Emrich (S)
Garden—Marie H. Woods (m); Harriet Jenner (e); John C. Polly (S)
Librarian—Frances Bracy (m); Barbara Goebel (e); Selma Hinderliter (S)
Motion Picture-Theatrical—Betty Hamilton (m); Alma Oberst (e); Phil Jeffries (S)
Music—Betty Hamilton (m); Alma Oberst (e)
Photo. Dept. Mgr.—Jerry Wichser (m); Byron Scott (e); Jack Alexander (S)

(Continued on page 192)

Here's Why More Advertisers Are Investing in the Growing

50,000

WAUKEGAN CITY ZONE

The Waukegan News-Sun

REPRESENTED NATIONALLY BY BURKE, KUIPERS AND MAHONEY

The 11,267,00 total lines of advertising, carried last year by the Waukegan News-Sun, indicates the formidable size of the growing Waukegan market. Waukegan ranks third among daily evening newspapers (outside of Cook County) in total advertising lines.

Waukegan, an independent market mid-way between Chicago and Milwaukee, is far enough away from both so that Waukegan and its surrounding communities shop at home. Proof of this independence lies in the fact that the big chains having ad budgets in Chicago papers also advertise in the Waukegan News-Sun.

Sears & Roebuck
over 785,000 lines/1953
Montgomery Wards
over 323,000 lines/1953
Grocery chains
over 549,000 lines/1953

Sales are booming in Waukegan and Lake County. Over $55,000,000 a year in food, $5,600,000 in drugs and over $36,000,000 in automotive. Covering this rich market is the Waukegan News-Sun, which offers advertisers 95% coverage of the Waukegan city zone and provides dominant coverage in Lake County.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

INDIANA—Cont'd

(Continued from page 191)

EVANSVILLE (IND) COURIER—Cont'd

Picture Editor—Frank Hunt (m); James Margedant (e); Jack Alexander (S)
Radio-Television—Frances Bracy (m); Sally Kinkaid (e); Marge Waller (e); Velma Hinderliter (S); John C. Polly (S)
Real Estate—Rodney Anderson (m); Ed Klingler (e); Ed Moss (S)
Society—Marie H. Woods (m); Harriet Jenner (e); Margaret Emrich (S)

FORT WAYNE (Ind.), JOURNAL-GAZETTE (m); NEWS-SENTINEL (e); JOURNAL-GAZETTE (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sunday.
Split Run Advertising: Every-other Paper.
Special Editions: Cook Book (June and Nov.); Home Bldg. Tabloid (Apr.); June Bride (May);
No Editions: Christmas.
Print Own Magazine: Yes. (Roto) (e).
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WGL. (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Lovett (m) (S)
Aviation—Louis Deinzer (m) (S); John Bird (e)
Book—Marjorie Barnhart (e)
Business-Financial—Jeanne Franke (m) (S); Ernest Williams (e)
Cartoonist—William Sandeson (e)
Church—Harold Watkins (m) (S)
Columnists—Cliff Milnor (m) (S); Clifford B. Ward (e); Robert Renner (e); Howard A. Tenny (e); Paul Gallmeier (e)
Editorial Writers—Frank Roberts (m) (S); Herbert Miller (e)
Education—Harold Watkins (m) (S)
Farm—Marshall Lincoln (m) (S)
Fashion—Aloyse Moritz (m) (S); Carol McNally (e)
Food—Aloyse Moritz (m) (S); Carol McNally (e)
Garden—Marshall Lincoln (m) (S)
Librarian—Ruthanna Frye (e)
Motion-Picture-Theatrical—Jeanne Franke (m) (S); Marjorie Barnhart (e)
Music—D. Armond Gemmer (m) (S); Walter Hanson (e)
Picture Editor—Nicholas Plasterer (m) (S)
Radio-Television—Jean Mack (m) (S)
Society—Aloyse Moritz (m) (S); Carol McNally (e)

FRANKLIN (Ind.), STAR (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ruby R. Butler
Columnists—Allan R. Hass; Max Friedersdorf
Editorial Writers—Allan R. Hass
Society—Ruby R. Butler

GARY (Ind.), POST-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color.Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: 6 major holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Dault
Aviation—Arnold Coons
Book—Mrs. H. B. Snyder
Business-Financial—Robert Dault
Church—Janet Burton
Columnists—Edgar Mills; Jack Parry; Norman Werry
Education—Paul Schuette
Farm—Harry Garduk
Fashion—Beryl Brownell
Food—Janet Burton
Garden—Terry Hisey
Librarian—Cora Pripps; Nell Gruel
Photo. Dept. Mgr.—James Daniels
Picture Editor—Michael Tzouanakis
Real Estate—Terry O'Rourke
Society—Beryl Brownell

GOSHEN (Ind.), NEWS-DEMOCRAT (e)
Run-of-Paper Color Advs.: Up to 5 colors.
Advs. Not Accepted: Liquor
No Editions: Christmas; New Years; July 4th; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Sheffer
Aviation—Lee H. Summy
Church—Isabel Chapman
Editorial Writer—Roscoe C. Lehman
Farm—Bill Sheffer
Fashion—LaVerne Pifflen
Food—LaVerne Pifflen
Garden—Jane Thomas
Motion Picture-Theatrical—Jane Thomas
Music—Jane Thomas
Photo. Dept. Mgr.—Dennis Sigerfoos
Society—Isabel Chapman; Jane Thomas

GREENFIELD (Ind.), REPORTER (e)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Spencer
Aviation—R. B. Spencer
Book—Dale Spencer
Business-Financial—Dale Spencer
Church—M. E. Glascock
Editorial Writer—Dale Spencer
Education—Mary E. Crider
Farm—Dale Spencer
Fashion—Mary E. Crider
Garden—Dale Spencer
Music—Violet Brown
Photo. Dept. Mgr.—O. E. Welter
Society—Mary E. Crider

GREENSBURG (Ind.), NEWS (e)
Advs. Not Accepted: Liquor, palm reading, etc.
Special Editions: Spring, Easter (Mar.); County Fair (July); Back to School, Fall (Aug.).
No Editions; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Murray L. Gordon
Editorial Writers—Walter B. Lowe; Ruth Hancock

HAMMOND (Ind.), TIMES (e) (S)
Split Run Advertising: Every-other Paper.
Special Editions: Women's Fall Fashions (Mar.); Spring Shoes (Mar.); Men's Fashions (Mar.); Brand Names (Apr.); Clean-Up Paint-Up Fix-Up (May); Mothers Day (May); Father's Day (June); Back-To-School (Aug); Home Fashions (Sept.); Your Kitchen (Sept.); Men's Fall Fashions (Sept.); Women's Fall Fashions (Sept.); Do-It-Yourself (Oct.); Oil Progress (Oct.); Christmas Gifts (Dec.); Jewelers (Dec.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food pix & recipes. Thursday food page. Food recipes & pix in women's section every Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George T. Ault
Business-Financial—George T. Ault
Church—Rex Hidy
Columnists—George T. Ault; John Whitaker
Editorial Writer—Rex Hidy
Fashion—Evelyn Schaefer
Food—Evelyn Schaefer
Picture Editor—George T. Ault
Society—Evelyn Schaefer

HARTFORD CITY (Ind.), NEWS-TIMES (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Nelson C. Townsend.

HUNTINGTON (Ind.), HERALD-PRESS (e ex. Sat)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Agricultural Achvmt. (Feb.); Four-H Fair (Aug.); Cooking school (Oct.).
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert E. Ackerman
Book—Howard Houghton
Business-Financial—James C. Quayle
Church—Alan D. Schulz
Columnist—Robert Hammel
Editorial Writers—Howard Houghton
Education—S. Marie Heiney
Farm—Alan D. Schulz
Fashion—Carol Johnson
Food—James C. Quayle
Librarian—S. Marie Heiney
Motion Picture-Theatrical—Robert Hammel
Music—S. Marie Heiney
Phot. Dept. Mgr.—Robert Hammel
Picture Editor—Alan D. Schulz
Radio-Television—Alan D. Schulz
Real Estate—Robert E. Ackerman
Travel—S. Marie Heiney
Society—Carol Johnson

HUNTINGTON (Ind.), NEWS (e)
Run-of-Paper Color Advs: 3 colors. Any day. Not less than full page.
Split Run Advertising: Geographically.
Special Editions: 25th Anniversary number (Sept.'55).
No Editions: All Indiana legal holidays.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—M. F. Bangs
Editorial Writers—C. W. H. Bangs; Robert Riggle
Motion Picture-Theatrical—C. E. Bangs
Society—M. F. Bangs

INDIANAPOLIS (Ind.), STAR (m) (S); NEWS (e)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Speedway (May); Parade of Homes (Sept.); Cookbook (Sept.); 50-year (Dec.).
Print Own Magazine: Yes.
Magazine Section Carried: This Week.
Group Membership: Metropolitan; Locally-Edited Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cleo Kern (m) (S); Harry Daniels (e)
Aviation—Paul Janes (m) (S); Red Leiter (e)
Book—Corbin Patrick (m) (S); Herbert Kenney, Jr. (e)
Business-Financial—Don Campbell (m) (S); Gerald Dreyer (e)
Cartoonists—Charles Werner (m) (S); W. B. Robinson (e)
Church—Ruth Ellen Fark (m) (S); Joseph Dorlaque (e)
Columnists—Lowell Nussbaum (m) (S); James Farmer (m); C. W. McCarty (e); Wayne Guthrie (e); Bill Wildhack (e)
Editorial Writers—Jameson G. Campaigne (m) (S); John P. Edmison (m) (S); Edward E. Malkin (m) (S); Frank Crane (m) (S); John Ackelmire (e); Griffith Niblack (e)
Education—Ruth Ellen Fark (m) (S); Red Leiter (e)
Farm—Robert Kellum (m) (S); Frank Salzarulo (e)
Fashion—Lotys Benning Stewart (m) (S); Ann Montgomery (e)
Food—Dickman Stone (m) (S); Thelma Machael (e)
Garden—Gordon Milne (m) (S); Leon Stanley (e)
Librarian—Lawrence Arany (m) (S) (e)
Motion Picture-Theatrical—Corbin Patrick (m) (S); Georgia Gianakos (e)
Music—Corbin Patrick (m) (S); Walter Whitworth (e)
Photo. Dept. Mgr.—Frank Fisse (m) (S); Paul Shideler (e)
Picture Editor—Don McClure (m) (S); Joe Jarvis (e)
Radio-Television—Julia Daugherty (m) (S); Georgia Gianakos (e)
Real Estate—Fred Corts (m) (S); Harry Daniels (e)
Travel—Corbin Patrick (m) (S); Harry Daniels (e)
Society—Kathryn E. Picket (m) (S); Thelma Machael (e)

INDIANAPOLIS (Ind.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily. Sunday 1 color.
Split Run Advertising: Every-other Paper.
Special Editions: Speedway Section (May); Preview of Homes (June); Parade of Homes (Sept.); Christmas Gift Edition (S) (Dec.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Moore
Book—Henry Butler
Business-Financial—Harold Hartley
Cartoonists—Hugh O'Donnell
Church—Mrs. Emma Milner
Columnists—Ed Sovola; Harold Hartley; Marguerite Smith; Henry Butler; Irving Leibowitz; Kathleen Cvengros; Agnes Ostrom
Editorial Writer—Walter Leckrone
Fashion—Opal Crockett
Food—Joan S. Bey
Garden—Mrs. Marguerite Smith
Librarian—Rex Schaeffer
Motion Picture-Theatrical—Henry Butler
Music—Henry Butler
Photo. Dept. Mgr.—Henry Glesing
Picture Editor—Frank Widner
Radio-Television—Kathleen Cvengros
Real Estate—Wm. Logan
Society—Mrs. Agnes Ostrom

JASPER (Ind.), HERALD (e)
Special Editions: Back-To-School (Aug.); County Fair (Aug.); Basketball Tourney (Feb.); Christmas Opening (Dec.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—S. E. Stemle; James Leas
Editorial Writer—A. T. Rumbach
Fashion—Mildred Smith
Photo. Dept. Mgr.—S. E. Stemle
Radio-Television—Jack Rumbach
Society—Mildred Smith

JEFFERSONVILLE (Ind.), NEWS (e)
Special Editions: Spring Openings (Mar.); Fall Openings (Sept.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Charles McGregor; Carol Miebollan; Carolyn Willis
Food—Marilyn Bottorf

KENDALLVILLE (Ind.), NEWS-SUN (e)
Advs. Not Accepted: Liquor.
Annual Special Editions: Spring (Mar.); Summer (June); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph K. Gaskill
Aviation—Joseph K. Gaskill
Book—R. V. Fischer
Business-Financial—R. V. Fischer
Church—Joseph K. Gaskill
Columnist—Joseph K. Gaskill
Editorial Writer—R. V. Fischer
Education—R. V. Fischer
Farm—Joseph K. Gaskill
Fashion—Joseph K. Gaskill
Food—Joseph K. Gaskill
Garden—Joseph K. Gaskill
Librarian—R. V. Fischer
Motion Picture-Theatrical—R. V. Fischer
Music—R. V. Fischer
Photo. Dept. Mgr.—Joseph K. Gaskill
Picture Editor—Joseph K. Gaskill
Radio-Television—R. V. Fischer
Real Estate—Joseph K. Gaskill
Travel—R. V. Fischer
Society—Joseph K. Gaskill

KOKOMO (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor; beer.
Food and/or Household Dept.: Food and household pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Kay Kuhns
Church—Kathleen Cooper
Columnists—Lois Lingeman; Kay Kuhns
Editorial Writer—Dow Richardson
Education—Kay Kuhns
Farm—R. J. Hamp, Jr.
Fashion—Frieda Haseltine
Motion Picture-Theatrical—Lee J. Noble
Photo. Dept. Mgr.—Harold Swope
Picture Editor—George Welden; William Conant
Radio-Television—Lena Shannon
Society—Frieda Haseltine

LAFAYETTE (Ind.), JOURNAL AND COURIER (e)
Split Run Advertising: Every-other Paper
Special Editions: Back to School (Aug.); Fall Fashion (Sept.); Spring Fashion (Mar.).
Print Own Magazine: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward L. Hitze
Book—Thor Nyman
Business-Financial—George Lamb
Church—Marjorie Jean Smith
Columnists—Thor Nyman; Bernice H. Ezra; Frank Arganbright; Marjorie J. Smith; Gordon Graham
Editorial Writer—Herbert H. Heimlich
Education—Donald L. Reeder
Farm—Dirrell Q. Harper
Fashion—Jane Moran Shook
Food—Betty Compton Faith
Garden—D. Q. Harper
Librarian—Bonnie P. Rising
Motion Picture-Theatrical—Thor Nyman
Music—Frank Arganbright; Barbara Hawkins
Photo. Dept. Mgr.—Edward L. Hitze
Picture Editor—George W. Lamb
Radio-Television—Bonnie P. Rising
Real Estate—George Lamb
Travel—Thor Nyman
Society—Betty Compton Faith

LA PORTE (Ind.), HERALD-ARGUS (e)
Special Editions: Home and Garden Show (May); Christmas Edition (Nov.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Forbes Julian
Aviation—Robert Topping
Business-Financial—Forbes Julian
Church—Forbes Julian
Columnists—Robert Topping; Don Benn; Florence Gevers
Editorial Writer—Forbes Julian
Farm—James McDonald
Fashion—Florence Gevers
Food—Florence Gevers
Garden—Bob Topping
Music—Forbes Julian
Photo. Dept. Mgr.—John Chase
Picture Editor—Ray Gard
Radio-Television—Abbey Johnson
Society—Florence Gevers

LEBANON (Ind.), REPORTER (e)
Advs. Not Accepted: Help wanted out-of-town; mediums.
Special Editions: Christmas Greeting (Dec.).
No Editions: Christmas; July 4th; Labor Day; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James R. Mossman
Church—Allison Downs
Editorial Writer—Jack Mossman
Farm—Stephen A. Spitznagle
Photo. Dept. Mgr.—Toby McDaniel
Society—Jane Cassell

LOGANSPORT (Ind.), PHAROS-TRIBUNE (e) PRESS (m ex. Mon) (S)
Special Editions: Spring Fashion (Mar.); Fall Fashion Edit (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Homemaker's Page
Auto—Harry Rinier (m) (S); John Strey (e)
Book—Fred Franklin (m) (S); Allen Sauers (e)
Church—Mary Derby (m) (S); Don Freehafer (e)
Editorial Writers—Fred Franklin (m) (S); Don Freehafer (e)
Farm—Richard Salomon (m) (S); Wendell Trogdon (e)
Fashion—Mary Jo Bardsley (m) (S); Mary O'Conner (e)
Food—Richard Salomon (m) (S); William Draper (e)
Librarian—Mary Derby (m) (S)
Motion Picture-Theatrical—Fred Franklin (m) (S); Allen Sauers (e)
Photo. Dept. Mgr.—Robert Hildebrandt (m) (S); Bryce Bogard (e)
Picture Editor—Robert Hildebrandt (m) (S); Bryce Bogard (e)
Radio-Television—Richard Salomon (m) (S); Wendell Trogdon (e)
Society—Mary Jo Bardsley (m) (S); Mary O'Connor (e)

MADISON (Ind.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Douglas
Aviation—Earl Douglas
Book—Pat Oyler
Business-Financial—Don Wallis
Cartoonist—Gayle Clapp
Church—Earl Douglas
Columnist—Earl Douglas
Editorial Writers—Lloyd Neal; Earl Douglas; Phil Cole; Don Wallis
Education—Phil Cole
Farm—Earl Douglas
Fashion—Pat Oyler

SPECTACULAR was the word for **HAMMOND-EAST CHICAGO MARKET PICTURE** in 1954 and the future looks **BRIGHTER** for 1955!

The '54 Hammond-East Chicago market picture was spectacular . . . with THE HAMMOND TIMES setting a few records itself. Circulation went UP—2,000 GAIN over '53—and without the use of gimmicks, contests, etc. Linage went UP also—600,000 lines in food advertising alone. Only SALES RESULTS build a record like that! 1955 should be a banner year, too . . . with the giant steel industry booming ahead . . . building out for another record year . . . retail sales shooting UPWARD . . . and earning power higher-than-ever. SELL this dual-city market through THE HAMMOND TIMES!

YOUR "SALES-WEDGE" in the DUAL Hammond-East Chicago Market

Hammond Times
HAMMOND, INDIANA

Represented by: BURKE, KUIPERS & MAHONEY, Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MADISON (IND) COURIER—Cont'd

Food—Betty Page
Garden—J. D. Coleman
Librarian—Pat Oyler
Motion Picture-Theatrical—Don Wallis
Music—Don Wallis
Photo. Dept. Mgr.—Phil Cole
Picture Editor—Phil Cole
Radio-Television—Phil Cole
Real Estate—Don Wallis
Travel—Don Wallis
Society—Pat Oyler

MARION (Ind.), LEADER-TRIBUNE (m); CHRONICLE (e); CHRONICLE-TRIBUNE (S)
Run-of-Paper Color Advs: 2 colors. Mon. to Fri. (e); Tues. to Sat. (m).
No Editions: July 4; Labor Day; Christmas.
Radio Station Affiliation: WMRI and WMRI-FM.

MARTINSVILLE (Ind.), REPORTER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; July 4th; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Home and farm pages every Monday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Kendall
Columnists—Wilber L. Kendall; Robert S. Kendall; Robert St. Clair
Editorial Writer—Wilber L. Kendall
Food—Robert S. Kendall
Garden—W. Barton Cartmel
Society—Patsy Harker

MICHIGAN CITY (Ind.), NEWS DISPATCH (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: Spring Fashion (March); Home (Building) (March); Beach Welcome (June); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly Market Column and food and household pages each Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwin Greening
Aviation—A. W. Spiers
Book—Elwin Greening
Business-Financial—Jack Howey
Church—Goldie Hermance
Editorial Writers—A. W. Spiers Jr.; Elwin Greening
Education—John Gleason
Farm—William Allen
Fashion—Dorothy Wilhelm
Food—Dorris Webster
Garden—Elwin Greening
Librarian—Ruth Seeling
Motion Picture-Theatrical—Jack Howey
Music—Dorothy Wilhelm
Photo. Dept. Mgr.—William Swedenberg
Picture Editor—Jack Howey
Radio-Television—Goldie Hermance
Real Estate—George Siddons
Travel—Dorothy Wilhelm
Society—Dorothy Wilhelm

MT. VERNON (Ind.), DEMOCRAT (e)
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—O. R. Hall
Editorial Writer—O. R. Hall
Fashion—Ruby Ranes
Food—Ruby Ranes
Picture Editor—John W. Doane
Society—Ruby Ranes

MUNCIE (Ind.), STAR (m) PRESS (e) STAR (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Poorman (m) (S); Leon J. Parkinson (e)
Aviation—William Jamieson (m) (S); Leon J. Parkinson (e)
Book—John O. Ferris (m) (S); Leon J. Parkinson (e)
Business-Financial—John O. Ferris (m) (S); Leon J. Parkinson (e)
Church—Ed Satterfield (m) (S); Evan Owens (e)
Columnists—Richard Greene (m) (S); Naomi F. Campbell (m) (S); Robert Barnet (m) (S); Ed Satterfield (m) (S); Evan Owens (e); Ruth McFadden (e); Herbert Silverburg (e); John Farrell (e); Vernon Winder
Editorial Writers—John O. Ferris (m) (S); Richard Greene (m) (S); Leon J. Parkinson
Education—Alberta Grecius (m) (S); Mary Waibel (e)
Farm—Louis Denny (m) (S); Vernon Winder (e)
Fashion—Naomi F. Campbell (m) (S); Ruth McFadden (e)
Food—John O. Ferris (m) (S); Vernon Winder (e)
Garden—C. G. Milne (m) (S); Evan Owens (e)
Librarian—Eugenia Cloud (m) (e) (S)
Motion Picture-Theatrical—John O. Ferris (m) (S)
Music—Alberta Grecius (m) (S); Mary Waibel (e)
Photo. Dept. Mgr.—William Jamieson (m) (S) (e)
Radio-Television—Basil Romonovich (m) (S); Leon J. Parkinson
Real Estate—Don Morrissey (m) (S); Vernon Winder (e)
Travel—William Jamieson (m) (S)
Society—Naomi F. Campbell (m) (S); Ruth McFadden

NEW ALBANY (Ind.), LEDGER & TRIBUNE (m ex. Sun); TRIBUNE (e ex. Sat)
Special Editions: Paint-up (May); Fall; Christmas.
No Editions: Labor Day; Thanksgiving; Christmas; New Years; Memorial Day; July 4th.
Syndicated Magazine Section Carried: Family Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Nell L. Brown (S)
Editorial Writers—Clair McTurnan; Wayne Marshall (e); Guy Keller (m) (S)
Farm—Guy Keller (m) (e) (S)
Motion Picture-Theatrical—Art Caulfield (S)
Photo. Dept. Mgr.—Ray Waltrip (m) (e) (S)
Radio-Television—Mary Walker (m) (e) (S)
Society—Maxine Hook (m) (e) (S)

NEW CASTLE (Ind.), COURIER-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors Wed. & Fri.
Split Run Advertising: Every-other Paper.
Special Editions: Fashion Edition (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: Christmas.
Radio Station Affiliation: WCTW

NOBLESVILLE (Ind.), LEDGER (e)
Advs. Not Accepted: Liquor & beer.
No Editions; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—James T. Neal; Merritt Murphy; Keith Wellman; Jerry Snyder
Editorial Writer—James T. Neal
Farm—Merritt Murphy
Society—Mary Fincher

PERU (Ind.), TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.

PLYMOUTH (Ind.), PILOT-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Wed. & Sat.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Auto Show (Feb); Spring Opening (March-April); Plymouth Days (April); Home Show (May); Dollar Days (Feb and July); Back-To-School (Aug); Cooking School (Sept); Fall Opening (Oct); Christmas Opening (Nov); Christmas Edition (Dec); New Years Edition (Dec.); Harvest Festival (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—L. W. Bellamy
Church—Ruth Early
Columnists—Ruth Early; Bill Bellamy
Editorial Writer—S. E. Boys
Farm—Don Cramer
Food—Ruth Early
Photo. Dept. Mgr.—Don Cramer
Picture Editor—Don Cramer
Society—Ruth Early

PORTLAND (Ind.), COMMERCIAL-REVIEW (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving; Labor Day; Memorial Day.
Food and/or Household Dept: Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rus Figert
Aviation—Rus Figert
Book—Rus Figert
Business-Financial—Rus Figert
Church—Rus Figert
Editorial Writers—S. C. Ide; Rus Figert; E. W. Porter
Education—Rus Figert
Farm—Rus Figert
Fashion—Lucille Gelsleicher
Food—Lucille Gelsleicher
Garden—Lucille Gelsleicher
Librarian—Lucille Gelsleicher
Motion Picture-Theatrical—Lucille Gelsleicher
Music—Lucille Gelsleicher
Photo. Dept. Mgr.—Rus Figert
Picture Editor—Rus Figert
Radio-Television—Rus Figert
Real Estate—Rus Figert
Travel—Rus Figert
Society—Lucille Gelsleicher

PRINCETON (Ind.), NEWS-DEMOCRAT (e) (S)
Special Editions: Dollar Day (Jan. & July); Fair Edition (Aug.); Spring (Feb.); Fall (Sept.); Christmas (Nov.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mabel Michel
Editorial Writers—Roy Owens; Ernest Miskell
Education—Roy Owens
Farm—Roy Owens
Fashion—Mabel Michel
Photo. Dept. Mgr.—Roy Owens
Picture Editor—Ernest Miskell
Society—Mabel Michel

RENSSELAER (Ind.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

RICHMOND (Ind.), PALLADIUM-ITEM (e ex. Sat) (S)
Split Run Advertising: Retail Only. Geographically city only-Wed.
Advs. Not Accepted: Liquor—in most editions.
No Editions: Fourth of July; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—John Overturf

RUSHVILLE (Ind.), TELEGRAM (m); REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: County Fair (July).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Louis Hiner, Sr.
Columnist—Cy McIlwaine
Editorial Writers—Cy McIlwaine; Louis Hiner, Sr.
Farm—Louis Hiner, Sr.
Photo. Dept. Mgr.—Richard Hiner
Picture Editor—Richard Hiner

SEYMOUR (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greetings (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John H. Conner

SHELBYVILLE (Ind.), NEWS (e)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Back to School (Aug.); Christmas (Nov.); Year-End (Dec.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John D. Scott
Farm—John D. Scott
Fashion—Ave Lewis
Food—Ave Lewis
Photo. Dept. Mgr.—Stan Koester
Radio-Television—Dick Dye

SOUTH BEND (Ind.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday.
Split Run Advertising: Geographically; Everyother Paper.
Advs. Not Accepted; Liquor; beer.
Special Editions: Home Builders' Edition (Mar. and Sept.); Men's Wear Edition (Mar. and Sept.); Printing Week Edition (Jan.); Dairy Edition (June); 4-H Fair Edition (Aug.); Back-to-School Edition (Aug.); Home Fashion Edition (Sept.); Christmas Gift Edition (Nov.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Sunday; Food and Woman's Section every Thursday.
Radio Station Affiliation: WSBT
Television Station Affiliation: WSBT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—George A. Scheuer
Book—Gerald Cosgrove
Business-Financial—Ray Gregg
Church—Geraldine Miller
Columnists—James Carroll; Joseph Doyle; Frank Schmidt
Editorial Writer—Gerald Cosgrove
Education—Roger Birdsell
Fashion—Katherine W. Stoops
Food—Katherine W. Stoops
Librarian—Florence Ford
Motion Picture-Theatrical—Frank Schmidt
Music—Frank Schmidt
Picture Editor—Tom Phillipson
Radio-Television—Robert Spangler
Real Estate—Ray Gregg
Travel—Pearl Hafstrom
Society—Katherine W. Stoops

SPENCER (Ind.), WORLD (e)
Annual Special Editions: County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. Perry Wesley.

SULLIVAN (Ind.), TIMES (e)
Annual Special Editions: Christmas (Dec.).
No Editions: All legal holidays.

TERRE HAUTE (Ind.), STAR (m) TRIBUNE (e) TRIBUNE-STAR (S)
Advs. Not Accepted: Mail Order
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Barbara Faust (S)
Church—Joseph McKee (m); J. T. Brassie (e) (S)
Editorial Writers—James Benham (m); Wm. F. Cronin (e) (S)
Education—Harry Hamby (S)
Farm—Mabel McKee (m); Harry Hamby (e) (S)
Motion Picture-Theatrical—Mabel McKee (m); J. T. Brassie (e) (S)
Music—Frederick Black (m); Marion Perry (e) (S)
Society—Marion Perry (S)

TIPTON (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Cooking School (May)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Rural Gravure.
Television Station Affiliation: WFBM-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. D. Maney
Church—Rosemary Beck
Editorial Writer—R. D. Maney
Education—Lindy Wilder
Fashion—Rosemary Beck
Food—Rosemary Beck
Garden—Rosemary Beck
Librarian—Rosemary Beck
Motion Picture-Theatrical—Lindy Wilder
Music—Lindy Wilder
Photo. Dept. Mgr.—R. D. Maney
Radio-Television—Rosemary Beck
Real Estate—Rosemary Beck
Travel—Rosemary Beck
Society—Rosemary Beck

UNION CITY (Ind.), TIMES-GAZETTE (e)
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Spring Edition (Apr.).
No Editions: All legal holidays.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to James J. Patchell.

VALPARAISO (Ind.), VIDETTE-MESSENGER (e)
Advs. Not Accepted: Mail Order.
Special Editions: Christmas (Dec.); Dollar Day (Jan; July)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Publish menus & food pictures.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Avery B. Weaver
Editorial Writers—Herbert Steinbach; Avery B. Weaver; Leo Kinman
Food—Irene Bosstick
Photo. Dept. Mgr.—Rollie Bernhart
Picture Editor—Herbert Steinbach
Society—Irene Bosstick

VINCENNES (Ind.), VINCENNES SUN COMMERCIAL (e) (S)
Special Editions: Basketball Edition (Feb.); Back School (Aug.); County Fair (Aug.); Graduation (May).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ross H. Garrigus
Society—Adeline McElfresh

WABASH (Ind.), PLAIN DEALER & TIMES STAR (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Sat.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

WARSAW (Ind.), TIMES-UNION (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wed. & Thurs.
Special Editions: New Years (Dec); Christmas (Dec); Easter; Dollar Days (Feb-Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Veteran's Day; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WRSW AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. O. Nusbaum
Aviation—Wm. Mollenhour
Book—Virginia Zuch
Business-Financial—C. R. Williams
Church—Dorcas McConnell
Columnists—Curtis Garber; Dorcas McConnel; Marguerite Sand; Virginia Zuch
Editorial Writer—Robt. E. McGlynn
Education—Barbara Long
Farm—Milo Clase
Fashion—Virginia Zuch
Food—Marie Snyder
Garden—Marguerite Sand
Librarian—Marguerite Sand
Motion Picture-Theatrical—Marie Snyder
Music—Marie Snyder
Photo. Dept. Mgr.—Ronald Sharp
Picture Editor—Ronald Sharp
Radio-Television—Fred Gresso
Real Estate—Jack Essenberg
Travel—Dorcas McConnel
Society—Virginia Zuch

WASHINGTON (Ind.), DEMOCRAT (e)
No Editions: Christmas; New Years; July 4th; Labor Day; Veterans Day; Thanksgiving; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Backes
Aviation—Glen Durnil
Book—Glen Durnil
Business-Financial—John Backes
Columnists—Glen Durnil; Polly Boyd; Mary Walsh; Dick Backes
Editorial Writer—John Backes
Education—Glen Durnil
Fashion—Mary Walsh
Food—Glen Durnil
Garden—Glen Durnil
Motion Picture-Theatrical—Henry Gill
Photo. Dept. Mgr.—Dick Backes
Picture Editor—Glen Durnil
Radio-Television—Dick Backes
Travel—Dick Backes
Society—Mary Walsh

WASHINGTON (Ind.), HERALD (e)
Advs. Not Accepted: Mail order.
Special Editions; Dollar Days (Aug.); Christmas (Nov.).
No Editions: New Years; July 4th; Christmas; Veteran's Day; Thanksgiving; Memorial Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis Kiefer
Book—Eileen Hatfield
Business-Financial—David A. Draper
Church—Donald Ellis
Editorial Writers—David A. Draper; Don Ellis
Education—Ronald Arvin
Farm—Ronald Arvin
Fashion—Eileen Hatfield
Food—Eileen Hatfield
Librarian—Mildred Chappell
Motion Picture-Theatrical—Morris Tolbert
Music—Joan Arnold
Photo. Dept. Mgr.—Ronald Arvin
Picture Editor—Donald Ellis
Radio-Television—David A. Draper
Real Estate—Morris Tolbert
Travel—D. A. Draper
Society—Eileen Hatfield

IOWA

AMES (Iowa), TRIBUNE (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; mail order; slot machine.
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: KASI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard Lindquist
Editorial Writer—Howard Lindquist
Farm—Stuart Haas
Food—Mary Schlatt
Society—Mary Schlatt

ATLANTIC (Iowa), NEWS-TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to F. D. Simpson.

BOONE (Iowa), NEWS-REPUBLICAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening (Mar.); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. H. A. Garvey
Editorial Writer—Mrs. H. A. Garvey
Farm—Harlan Weeks
Motion Picture-Theatrical—Mrs. L. M. Hines
Society—Mrs. H. A. Garvey

BURLINGTON (Iowa), HAWK-EYE GAZETTE (e)
Advs. Not Accepted: Vending machine.
Special Editions: Year End Progress (Dec.); Annual Christmas edition (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Memorial Day; July 4th; Labor Day.

(Continued on page 194)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

IOWA—Cont'd

(Continued from page 193)

BURLINGTON HAWK EYE GAZETTE—Cont'd
Radio Station Affiliation: KBUR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hill
Aviation—Robert Bruegger
Book—Lloyd Maffitt
Business-Financial—C. W. McLaury
Cartoonist—Hal Sorenson
Church—Willa Romkey
Columnists—C. W. Moody; Lloyd Maffitt
Editorial Writers—C. W. Moody; C. W. McLaury
Education—Robert Bruegger
Farm—Gerald Kneisel
Fashion—Willa Romkey
Food—Frank Hill
Garden—C. W. McLaury
Librarian—Ann Miller
Motion Picture-Theatrical—Merle Miller
Music—Lloyd Maffitt
Photo. Dept. Mgr.—Ronald Bliesener
Picture Editor—C. W. McLaury
Radio-Television—Merle Miller
Real Estate—Robert Bruegger
Travel—C. W. Moody
Society—Willa Romkey

CARROLL (Iowa), TIMES HERALD (e)
Advs. Not Accepted: Liquor.
No Edition: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James W. Wilson; H. B. Wilson
Food—Gladys Holland
Society—Alice Myers

CEDAR FALLS (Iowa), DAILY RECORD (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Greeting (Dec.); Progress (July).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Merrill Hach
Book—Wm. V. Anthony
Church—Mrs. Charles Black
Columnist—A. B. Turnbull
Editorial Writer—A. B. Turnbull
Farm—Wm. V. Anthony
Fashion—Alice Myers
Food—Merrill Hach
Motion Picture-Theatrical—Mrs. Charles Black
Photo. Dept. Mgr.—Art Immer
Picture Editor—A. B. Turnbull
Real Estate—Cora Blaker
Society—Hariet Anderson

CEDAR RAPIDS (Iowa), GAZETTE (e)
Run of Paper Color Advs.: Up to four colors. Daily and Sunday-except Saturday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Home Show (April or May); Bldg. & Home Planning (April) (S); Farm (Feb.) (S); Fair (Aug.) (S); Brides (May)(S); Home Fashion Time (Sept.).
Food and/or Household Dept.: Food column daily & Sunday; food section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pat McPortland
Aviation—Lou Breuer
Book—Elizabeth North Hoyt
Church—Bruce Fishwild
Columnists—John Reynolds
Editorial Writers—Harry Boyd; Frank Nye; Donald Key
Farm—Rex Conn
Fashion—Marge Kayser
Food—Naomi Doebel
Garden—Naomi Doebel
Librarian—Helen Goddard
Motion Picture-Theatrical—Nadine Subotnik
Music—Donald Key
Photo. Dept. Mgr.—John Reynolds
Picture Editor—Robert Kenyon
Radio-Television—Nadine Subotnik
Real Estate—Naomi Doebel
Travel—John Reynolds

CENTERVILLE (Iowa), IOWEGIAN & CITIZEN (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Farm Supplement (Feb.; April; Aug.; Oct.).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. B. DePuy
Editorial Writers—R. K. Beck
Education—R. K. Beck
Farm—C. B. DePuy
Society—Bee Dunham

CHARLES CITY (Iowa), PRESS (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Farm Edition (Apr.); Fall Fashion (Sept.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column Wednesday and Saturday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Abarr
Book—Paul R. Bumbarger
Business-Financial—James Abarr
Columnists—Paul R. Bumbarger; Glenn Ortmayer
Editorial Writer—Paul R. Bumbarger
Education—James Abarr
Farm—James Abarr
Fashion—Phyllis Allison
Food—James Abarr
Garden—James Abarr
Motion Picture-Theatrical—James Abarr
Music—Phyllis Allison
Photo. Dept. Mgr.—James Abarr
Picture Editor—James Abarr
Radio-Television—James Abarr
Real Estate—James Abarr
Travel—Paul R. Bumbarger
Society—Phyllis Allison

CHEROKEE (Iowa), TIMES & CHIEF (e)
Advs. Not Accepted: Liquor.
Special Editions: County Fair (Aug.); Christmas (Nov.).
No Editions: New Years, Christmas; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dwight R. Clark
Photo. Dept. Mgr.—Irv Begler
Society—Burnetta Sinkey

CLINTON (Iowa), HERALD (e)
Special Editions: Christmas Opening (Nov.); Fall Fashions (Sept.); Spring Fashions (Apr.).
No Editions: Christmas; July 4th.

COUNCIL BLUFFS (Iowa), NONPAREIL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex. Thurs. 1 color Thurs.
Split Run Advertising: Geographically.
Advs. Not Accepted: Nat'l mail order.
Special Editions: Building Special (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food column & Features Thurs. 4 Page full color food section Sunday Magazine section.
Radio Station Affiliation: KSWI
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank M. Lane
Aviation—Frank M. Lane
Book—Albert E. Noe
Business-Financial—Burke M. Gillespie
Church—Miss Barbara Rew
Columnists—C. W. McManamy; Miss Margaret Tinley; Ken James; Fred Hawks
Editorial Writer—A. M. Piper
Education—James L. Browne
Farm—C. W. McManamy
Fashion—Miss Margaret Tinley
Food—Miss Marjorie Melum
Garden—C. W. McManamy
Librarian—Mrs. Rose Witke
Motion Picture-Theatrical—Harry Mauck Jr.
Music—Norman Filbert Jr.
Photo. Dept. Mgr.—Jack Kennedy
Picture Editor—Frank M. Lane
Radio-Television—Harry Mauck Jr.
Real Estate—Ken James
Travel—Frank M. Lane
Society—Miss Margaret Tinley

CRESTON (Iowa), NEWS-ADVERTISER (e)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Soil Conservation (June); Graduation (May); Harvest Festival (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.; Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. L. Kelly
Columnists—E. J. Van Nostrand; Max Sandeman.
Editorial Writer—E. J. Van Nostrand
Farm—E. J. Van Nostrand
Food—Ione T. Hoyt
Photo. Dept. Mgr.—C. L. Kelly
Picture Editor—C. L. Kelly
Society—Ione T. Hoyt

DAVENPORT (Iowa), DEMOCRAT (m); TIMES (e); DEMOCRAT & TIMES (S).
Run-of-Paper Color Advs.: 4 colors. Daily & Sun. except Fri. (e).
Split Run Advertising: Every-other Paper (not Sunday).
Special Editions: Auto Show (Apr.); Parade of Homes; Dollar Days; Fashion Editions
No Editions: Christmas.
Food and/or Household Dept.: Food Column. Recipes, Wed (m), Thurs (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Feeney (m) (e) (S)
Aviation—William Ceperly (m) (S)
Book—William Ceperly (m) (S); James Erickson
Business-Financial—William Ceperly (m) (S)
Church—Patricia McDermott (m) (S); Virginia Davisson (e)
Columnists—Bob Feeney (m) (S); Sylvia Strum Bremer (e)
Editorial Writers—Bob Feeney (m) (S); M. A. Fulton (e)
Farm—Jim Colby (m) (S); Harold Kruwell (e)
Fashion—Pat Iiten (m) (S); Elizabeth True (e)
Food—Pat Iiten (m) (S); Ina Wickham (e)
Librarian—Ina Wickham (e)
Motion Picture-Theatrical—John O'Donnell (m) (S); Herb Sawinski (e)
Music—Ian Wickham (m) (S); Elizabeth True (e)
Photo. Dept. Mgr.—Harry Boll (m) (S); Philip Hutchinson (e)
Picture Editor—James Wahrer (e)
Radio-Television—William Wundrum (m) (S); Ron Lorenzen (e)
Real Estate—Ron Lorenzen (e)
Travel—Ron Lorenzen (e)
Society—Elizabeth True (m) (e) (S)

DES MOINES (Iowa), REGISTER (m) (S); TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcholic Beverages.
Special Editions: Business and Insurance Review and Forecast (Jan.); Building Show (Spring); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Sunday Newspapers; Nancy Sasser; Outdoor Tips.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KRNT; KRNT-FM; WNAX.
Television Station Affiliation: KVTV (Sioux City).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Vaile (S)
Aviation—Donald Ultang (S)
Book—Ogden G. Dwight (S)
Business-Financial—Thomas M. Clark (m) (e) (S)
Cartoonists—Frank Interlandi (m) (S); Robert Artley (e); Frank Miller (m) (S)
Church—Mary Qualley (e)
Columnists—Harlan Miller (m) (S); Paul Cotton (m) (S); Herbert Owens (e); Elizabeth Clarkson Zwart (e) (S); Gordon Gammack (e) (S);
Editorial Writers—Lauren Soth (m) (e) (S); Gilbert Cranberg (m) (e) (S); Marr McGaffin (m) (e) (S); Charles F. Ranson: (m) (e) (S); Richard Hopkins (m) (e) (S)
Farm—J. S. Russell (m) (e) (S);
Fashions—Marylou Luther
Food—Wilma Phillips Stewart (m) (S); Jean Tallman (e) (S)
Garden—Fleeta B. Woodroffe (S)
Librarian—Jack Suttek (m) (e) (S)
Motion Picture-Theatrical—Carl Gartner (m) (e) (S)
Music—Clifford Bloom (m) (S)
Photo. Dept. Mgr.—George Yates (m) (e) (S)
Picture Editor—Eugene H. Kieffer (m) (S); James Wilt (e)
Radio-Television—Marjory Laws (m) (e) (S)
Real Estate—E. L. Vaile (S)
Travel—Herbert Kelly (S)
Society—Vivian Kubec (m) (e) (S)

DUBUQUE (Iowa), TELEGRAPH HERALD (e) (S)
Split Run Advertising: Geographical.
Advs. Not Accepted: Vending; matrimonial.
Special Editions: Garden (April); Picnic (June); Home Fashion (Sept.).
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: NEA Comic Group.
Food and/or Household Dept.: Weekly food articles on Thursdays
Radio Station Affiliation: KDTH
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—H. C. Slichter

ESTHERVILLE (Iowa), NEWS (e)
Advs. Not Accepted: Liquor; wine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Deemer Lee
Food—Robert N. Lee
Music—Robert N. Lee

FAIRFIELD (Iowa), LEDGER (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Van Garrison
Editorial Writer—Walter E. Williams
Farm—Dean Gabbert
Society—Irene Garrison

FORT DODGE (Iowa), MESSENGER & CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Thursday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Farm edition (March).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

FT. MADISON (Iowa), DEMOCRAT (e)
No Editions: Christmas; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. T. Mershon
Church—Nada Pollpeter
Columnists—R. G. Mershon; Dick Fleckenstein
Editorial Writer—R. G. Mershon
Education—Richard Mershon
Farm—Wm. Jacobsmeier

IOWA CITY (Iowa), IOWAN (m)
Advs. Not Accepted: Liquor; beer.
Special Editions: College fall Opening (Aug.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household news. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gene Ingle; Richard Soloway
Photo. Dept. Mgr.—William Zima
Picture Editor—E. F. Mason
Society—Jan Papke

IOWA CITY (Iowa), PRESS-CITIZEN (e)
Run-of-Paper Color Advs.: Up to 2 colors. 1 color any day; 2 colors except Thursdays.
Advs. Not Accepted: Liquor; some medical, vending machines.
Special Editions: Spring farm (March); Fall farm (Nov.); Building (Apr.); Cook Book (Jan.); Vacation (May or June).
No Editions: Christmas; July 4th; Labor Day.

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

IOWA CITY (IA) PRESS-CITIZEN—Cont'd
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Edwin B. Green.
Society—Dorothy Pownall

KEOKUK (Iowa), GATE CITY (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Some classified; mail order.
Special Editions: Farm Edition (July); Back to School (Aug.); Recipes (Feb.); Home and Garden (April).
No Editions: Jan 1; July 4th; Thanksgiving; Christmas; Labor Day.
Food and/or Household Dept.: Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale E. Carrell
Aviation—Dale E. Carrell, Jr.
Book—Douglas Lamont
Business-Financial—C. C. Carrell
Church—Freeman Rosencrans
Columnist—Dale E. Carrell
Editorial Writer—Dale E. Carrell
Education—Douglas Lamont
Education—Dale E. Carrell, Jr.
Farm—Freeman Rosencrans
Fashion—Mary Baker
Food—Dale E. Carrell, Jr.
Garden—Edna Carrell
Librarian—Louise Ferris
Motion Picture-Theatrical—Dale E. Carrell; Stan Lipcinski
Music—Dale E. Carrell
Photo. Dept. Mgr.—Stan Lipcinski
Picture Editor—Stan Lipcinski
Radio-Television—Dale E. Carrell, Jr.
Real Estate—C. C. Carrell
Travel—Dale E. Carrell
Society—Mary Baker

MARSHALLTOWN (Iowa), TIMES-REPUBLICAN (e)
Advs. Not Accepted: Liquor, vending machines.
Special Editions: Year-end (Jan.); School Graduates (May); Industry (Aug.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food column Fridays; Household hints daily.
Radio Station Affiliation: KFJB.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Alberta Ibach
Business-Financial—Wendell Benson
Church—Esther Saum
Columnists—John N. Garwood; Warren Robeson; Paul G. Norris, Jr.
Editorial Writers—Paul G. Norris, Jr.; Hallett Abend; Robert Buckley
Education—Donald Muhm
Farm—Howard Vint
Fashion—Anne McChesney
Food—Esther Saum
Librarian—Barbara Worden
Motion Picture-Theatrical—Robert Buckley
Music—Esther Saum
Photo. Dept. Mgr.—Cyril B. Berg
Picture Editor—Wendell Benson
Radio-Television—Allan Schrock
Society—Esther Saum

MASON CITY (Iowa), GLOBE-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Wed. & Thurs.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Year-End (Dec.); North Iowa Fair (Aug.); School Opening (Aug.); Christmas Greetings (Dec.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maude Stackhouse
Aviat on—Andy Montgomery
Book—Enoch Norem
Business-Financial—Enoch Norem
Church—Carl Wright
Columnist—W. Earl Hall
Editorial Writer—W. Earl Hall
Education—Enoch Norem
Farm—Rolf Hofstad
Food—Maude Stackhouse
Garden—Thor Jensen
Librarian—Luetta Critzman
Motion Picture-Theatrical—Carl Wright
Music—Carl Wright
Photo. Dept. Mgr.—Elwin Musser
Picture Editor—Enoch Norem
Radio-Television—Carl Wright
Travel—Enoch Norem
Society—Eleanor McLaughlin

MUSCATINE (Iowa), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Year End (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Russell
Business-Financial—Walter Russell
Church—Harold Blake
Editorial Writer—Walter Russell
Education—Cora Stohr
Farm—Robert Luckey
Fashion—Doris Frack
Food—Margaret Griffith
Garden—Cora Stohr
Motion Picture-Theatrical—Walter Russell
Music—Harold Blake
Photo. Dept. Mgr.—Vernon Brown
Picture Editor—Cora Stohr
Society—Doris Frack

NEVADA (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Edition (March); 4-H Fair Edition (Aug.); Christmas Edition (Dec. 1).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Nelle McNichols
Columnists—Nelle McNichols, Glenn Fairall
Farm—Glenn Fairall
Picture Editor—Glenn Fairall
Society—Nelle McNichols

NEWTON (Iowa), NEWS (e)
Print Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; beer; mail order
Special Editions: Spring Opening (March); Farm Equipment (March); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Richard Lyons
Columnists—Richard Lyons; Ed Peck; Edith Mooar.
Editorial Writers—L. O. Brewer; Robert F. Kelley
Farm—Wayne Hesson
Librarian—Edna Pahr
Photo. Dept. Mgr.—Don Ringler
Picture Editor—Richard Lyons
Society—Edith Mooar

OELWEIN (Iowa), REGISTER (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm & Home Show (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Magazine Section Carried: Farm and Home Rural-gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Calvin Lambert
Book—Bernice Warren
Business-Financial—L. A. Warren
Church—Ernie Eschbach
Columnists—Kaye Russo; Faye Iverson; Roger Olson; Bernice Warren
Editorial Writer—L. A. Warren
Education—L. A. Warren
Farm—Louie Cadieux
Fashion—Kaye Russo
Food—Kaye Russo
Librarian—Kaye Russo
Photo. Dept. Mgr.—M. H. Nical
Picture Editor—Ernie Eschbach
Travel—Bernice Warren
Society—Kaye Russo

OSKALOOSA (Iowa), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; Mail Order; Objectionable Patent Medicine.
Special Editions: Progress (Jan.); Insurance (Feb.); Spring Farm (March); Fall Farm (Oct.).
No Editions: July 4th; Dec. 25.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—DeWayne Foehlinger
Book—Mrs. A. K. Walling
Business-Financial—A. K. Walling
Columnists—C. L. Walling
Editorial Writers—C. L. Walling; A. K. Walling; DeWayne Foehlinger.
Farm—George Heusinkveld
Fashion—Joan Spangler
Food—Joan Spangler
Garden—DeWayne Foehlinger
Photo. Dept. Mgr.—George Johnson
Picture Editor—George Johnson
Society—Joan Spangler

OTTUMWA (Iowa), COURIER (e)
Run-of-Paper Color Advs: Up to 3 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. M. Efner
Aviation—A. M. Efner
Book—Jeannette Stein
Business-Financial—C. S. Johnston
Church—Lewis Debo
Columnist—A. M. Efner
Editorial Writer—C. S. Johnston
Education—Clyde Hightshoe
Farm—W. C. Powell
Fashion—M. Jeannette Stein
Food—Jeannette Stein
Garden—W. C. Powell
Librarian—Jean Smith
Motion Picture-Theatrical—Emmett Mowery
Music—A. M. Efner
Photo. Dept. Mgr.—Bernard J. Huston
Picture Editor—Bernard J. Huston
Radio-Television—Jeanette Stein
Real Estate—Clyde Hightshoe
Travel—A. M. Efner
Society—Jeannette Stein

SHENANDOAH (Iowa), SENTINEL (e)
No Editions: Christmas; July 4th; New Years.

SIOUX CITY (Iowa), JOURNAL (m) (S); JOURNAL-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Mens wear (Sept.); Shoe Section (Sept.); Furniture Section (Sept.); Building Section (Sept.); Fathers Day Section (June)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Davin (m) (e) (S)
Book—Louise Freese (S)
Cartoonist—Eldon Pletcher (m) (S)
Church—Robert Tracy
Columnist—Louise Freese (S)
Editorial Writers—Erwin Sias (m) (E) (S); George Layton (m) (e) (S)
Farm—M. O. Cox (m) (e) (S)
Fashion—Editha Webster (m) (e) (S)
Food—Ruby Wilson (m) (e) (S)
Librarian—Jane Morrison
Motion Picture-Theatrical—A. K. Stock
Music—Marjorie Howe (m) (e) (S)
Photo. Dept. Mgr.—George Newman (m) (e) (S)
Picture Editors—M. F. Burnette (m); H. K. Whitted (e); A. K. Stock (S)
Society—Editha Webster (m) (e) (S)

SPENCER (Iowa), REPORTER (e); TIMES (S).
Run-of-Paper Color Advs: 1 color any day.
Special Editions: Fair (Sept.); Christmas (Nov.); Farm (Mar.).
No Editions: All legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Jas Campbell, (e); Robt. Hentges (e); Ken Brown (S)
Society—Rose Olson (e)

WASHINGTON (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor, beer, mail order.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bruce Cowden; Mrs. Merle Eckels
Editorial Writers—R. E. Shannon

WATERLOO (Iowa), COURIER (e ex. Sat.) (S)
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Liquor, Mail order.
Special Editions: Fall Fashion (Aug.); Spring Fashion (Feb.); Progress (Dec.); Christmas Supplement (1st week Dec.).
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Murphy
Aviation—Gene Thorne
Book—Patty Johnson
Business-Financial—W. D. Severin
Church—Mary Lou Barber
Columnists—Collette; Al Starr; Eddie Torriel
Editorial Writers—David Dentan
Education—Gene Thorne
Farm—Niel Black
Fashion—Patty Johnson
Food—Pat Muller
Garden—Beverly Paulson
Librarian—Georgia Cross
Motion Picture-Theatrical—Mary Lou Barber
Music—Patty Johnson
Photo. Dept. Mgr.—Bruce Palmer
Picture Editor—Mary Lou Barber
Radio-Television—Kenneth Murphy
Real Estate—W. D. Severin
Travel—Patty Johnson
Society—Patty Johnson

WEBSTER CITY (Iowa), FREEMAN-JOURNAL (e) (S)
Advs. Not Accepted: Vending machine when cash outlay is involved.
Special Editions: Christmas greeting((Dec.); Christmas Shopping (Dec.); School (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Maxon
Aviation—Max Maxon
Book—Max Maxon
Business-Financial—Max Maxon
Church—Max Maxon
Columnists—Max Maxon.
Editorial Writers—W. J. Carmichael; Max Maxon
Education—Max Maxon
Farm—Max Maxon
Fashion—Clara Madsen
Food—Clara Madsen
Garden—Max Maxon
Librarian—Max Maxon
Motion Picture-Theatrical—Steve Gerstel
Music—Max Maxon
Photo. Dept. Mgr.—Ragnar Nowasowski
Picture Editor—Max Maxon
Radio-Television—Max Maxon
Real Estate—Max Maxon
Travel—Max Maxon
Society—Clara Madsen

KANSAS

ABILENE (Kan.), REFLECTOR-CHRONICLE (e)
Advs. Not Accepted: Liquor
Special Editions: Fair (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—H. B. Jameson
Church—Fern Willis
Columnist—H. B. Jameson
Editorial Writer—C. M. Harger
Farm—Dick Fleming
Society—Faye Taylor

ARKANSAS CITY (Kan.); TRAVELER (e)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Arkalakah (Halloween Festival) (Oct.); Dairy Month.
No Editions: Christmas.

ATCHISON (Kan.), GLOBE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Annual Special Editions: Recipe Edition (Jan.); Dollar Days (Monthly); Women's Club Edition (S) (Sept.); Farm Edition (S) (Feb.).
No Editions: Christmas; July 4th; Labor Day; Thanksgiving Day.
Group Membership: Texas Sunday Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Allingham
Aviation—Al Bennett
Book—Al Bennett
Business-Financial—Paul Allingham
Church—Clement O'Neill
Columnists—Paul Allingham; Al Bennett; John Buckley; Roy Brink.
Editorial Writers—Al Bennett
Education—Al Bennett
Farm—Chas. Spencer
Librarian—Fred Kenner
Motion Picture-Theatrical—Clement O'Neill
Photo. Dept. Mgr.—Al Bennett
Picture Editor—Al Bennett
Radio-Television—Al Bennett

BELOIT (Kan.), CALL (e)
Advs. Not Accepted: Liquor. Mail Order. Vending Machine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.

CHANUTE (Kan.), TRIBUNE (e)
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Farm (April); Oil (Oct.).
No Editions: July 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas;
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—H. G. Curl
Book—E. W. Johnson
Church—D. J. Wortman
Editorial Writers—E. W. Johnson
Education—Keith Wright
Farm—H. G. Curl
Fashion—Martha Villepigue
Food—Martha Villepigue
Librarian—Keith Wright
Motion Picture-Theatrical—Dwight Wallingford
Photo. Dept. Mgr.—D. J. Wortman
Picture Editor—Dwight Wallingford
Travel—E. W. Johnson
Society—Martha Villepigue

CHERRYVALE (Kan.), REPUBLICAN (e)
Advs. Not Accepted: Liquor; vending machine.
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Pryor S. Campbell
Motion Picture-Theatrical—Mrs. Pryor S. Campbell

CLAY CENTER (Kan.), DISPATCH (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Back to School (Aug.); Bride (June).
No Editions: New Year; Decoration Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dean Hixen
Aviation—H. E. Valentine
Book—H. E. Valentine
Business-Financial—H. E. Valentine
Columnists—L. F. Valentine
Editorial Writers—L. F. Valentine; H. E. Valentine
Farm—H. E. Valentine
Fashion—Mary Ann Sykes
Food—H. E. Valentine
Garden—L. F. Valentine
Librarian—Mary Ann Sykes
Motion Picture-Theatrical—H. E. Valentine
Music—H. E. Valentine
Photo. Dept. Mgr.—Dale Pettet
Picture Editor—Mary Ann Sykes
Travel—H. E. Valentine
Society—Mary Ann Sykes

COFFEYVILLE (Kan.), JOURNAL (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Food Feature, illustrated.
Radio Station Affiliation: KGGF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clyde Walthall
Aviation—Clyde Walthall
Book—Gene Sullivan
Church—Mrs. Alice Wade
Columnists—Gene Sullivan
Editorial Writers—Gene Sullivan
Education—Mrs. Alice Wade
Farm—Lindy Davis
Fashion—Jo Jaminet
Food—Jo Jaminet
Garden—Jo Jaminet
Librarian—Isabelle Conkling
Music—Mrs. Alice Wade
Photo. Dept. Mgr.—Ross Cowman
Picture Editor—Kenneth Cape
Radio-Television—Kenneth Cape
Travel—Gene Sullivan
Society—Jo Jaminet

COLUMBUS (Kan.), ADVOCATE (e)
Advs. Not Accepted: Liquor; wines.
Special Edition: Fair Edition (Aug.); Christmas Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

DODGE CITY (Kan.), GLOBE (e)
Special Editions: Christmas (Dec.); Building (Apr.); Fair (Sept.).
No Editions: Christmas.
Radio Station Affiliation: KGNO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Holbeck
Aviation—Lloyd Holbeck
Book—D. L. Miller
Business-Financial—M. D. Ridpath
Cartoonist—Hoover Cott
Church—M. D. Ridpath
Columnist—Jess Denious Jr.
Editorial Writers—Jess Denious Jr.; D. L. Miller
Education—D. L. Miller
Farm—Hoover Cott
Fashion—Mildred Bragg
Food—Mildred Bragg
Garden—D. L. Miller
Librarian—Mary Gamble
Motion Picture-Theatrical—Hoover Cott
Music—Mildred Bragg
Photo. Dept. Mgr.—Hoover Cott
Picture Editor—Hoover Cott
Radio-Television—M. D. Ridpath
Real Estate—Lloyd Holbeck
Travel—Mary Gamble
Society—Mildred Bragg

EL DORADO (Kan.), TIMES (e)
Advs. Not Accepted: Liquor; wine.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—R. A. Clymer; Florence Burlin
Editorial Writer—R. A. Clymer
Society—Florence Burlin

EMPORIA (Kan.), GAZETTE (e)
Advs. Not Accepted: Liquor; wine; beer; vending machine; classified help out of town.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roger Triplett
Aviation—R. M. Roberts
Book—E. T. Lowther
Business-Financial—T. F. McDaniel
Church—R. Triplett
Editorial Writers—E. T. Lowther; W. L. White
Education—R. Triplett
Farm—T. F. McDaniel
Fashion—Wilma Dabbs
Food—Wilma Dabbs
Garden—Mrs. Bert Brickell
Librarian—Mrs. Janet Cleveland
Motion Picture-Theatrical—T. F. McDaniel
Music—Theo. Owen
Photo. Dept. Mgr.—H. A. Benjamin
Picture Editor—Ted McDaniel
Real Estate—Russell Roberts
Travel—E. T. Lowther
Society—Elsie Wells

(Continued on page 196)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KANSAS—Cont'd

(Continued from page 195)

FORT SCOTT (Kan.), TRIBUNE-MONITOR (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back-to-school (Aug.); County fair (Aug.); Home improvement (April); Agriculture (Feb.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food edition Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—G. W. Marble
Farm—H. V. Cowan
Photo. Dept. Mgr.—Lynne Holt
Society—Marian Amott

GARDEN CITY (Kan.), TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: July 4th; Memorial Day; Thanksgiving: Christmas.
Radio Station Affiliation: KIUL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rick Dalton
Business-Financial—Rick Dalton
Church—Doris Spence
Columnists—Stuart Awbrey; Rick Dalton
Editorial Writer—Stuart Awbrey
Education—Jeanne Lambert
Farm—Thayne Smith
Fashion—Faye Wilkinson
Food—Faye Wilkinson
Librarian—Helen Milne
Motion Picture-Theatrical—Stuart Awbrey
Photo. Dept. Mgr.—Doris Spence
Picture Editor—Doris Spence
Radio-Television—Bob Emery
Society—Faye Wilkinson

GOODLAND (Kan.), NEWS (e) (S)
Split Run Advertising: Georgraphically.
Special Editions: Better Homes (May); Back-to School (Aug.); Pre-Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to B. G. Robinson.

GREAT BEND (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Oil Appreciation (Oct.); Back to School (Aug.); Early Christmas Shopping (Nov.).
No Editions: Christmas; July 4th.
Radio Station Affiliation: KVGB.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. L. Townsley
Aviation—W. L. Townsley
Book—Hugh I. Jencks
Business-Financial—Ben H. Emerson
Cartoonist—Carl Conrad
Columnist—Bob Graham
Editorial Writers—W. L. Townsley; Hugh I. Jencks
Education—Hugh I. Jencks
Farm—Everett Brown
Food—Donna Merryman
Garden—Everett Brown
Librarian—Janette Tracy
Motion Picture-Theatrical—Bob Graham
Photo. Dept. Mgr.—Carl Conrad
Picture Editor—John Colt
Radio-Television—Bill Stanfill
Society—Donna Merryman

HAYS (Kan.), NEWS (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Auto (Apr. or May).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Roberts
Book—Don Benson
Business-Financial—Walter Taylor
Church—Don Benson
Columnists—Leota Motz; Pat Taylor
Editorial Writer—Frank Motz
Farm—Don Benson
Fashion—Leota Motz; Madena Chittenden
Food—Leota Motz
Garden—Leota Motz; Madena Chittenden
Motion Picture-Theatrical—Don Benson
Photo. Dept. Mgr.—Bob McFarlin
Picture Editor—Bob McFarlin
Society—Leota Motz; Madena Chittenden

HUTCHINSON (Kan.), NEWS-HERALD (d) (Sat m) (S)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murphy
Aviation—Jim Skinner
Book—John McCormally
Church—Charlotte Enyart
Columnists—John P. Harris; John McCormally; E. Lawson May; Dorothy Greve; Lois Cross; Alvin Dumler; Herbert Waggoner; Fred Mendell; Tom Van De Car
Editorial Writers—John P. Harris; John McCormally
Education—Frank Kelley
Farm—Bill Bork
Fashion—Dorothy Greve
Food—Dorothy Greve
Garden—Bill Bork
Librarian—Lillian Peterson
Motion Picture-Theatrical—R. B. Wellington
Music—Herbert Waggoner
Photo. Dept. Mgr.—Fred Wulfekuhler
Picture Editor—Fred Wulfekuhler
Radio-Television—Paul Murphy
Travel—E. Lawson May
Society—Dorothy Greve

INDEPENDENCE (Kan.), REPORTER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Every Day.
Advs. Not Accepted: Mail order.
Special Editions: Recipe (Jan.); "Your Home Today" (Apr.) Student Employment (May); Back to School (Aug.); Oil Progress (Oct.); Christmas Opening (Nov.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—F. C. Sands
Church—M. S. Boner
Columnist—H. A. Meyer, Jr.
Editorial Writer—F. C. Sands
Education—Keith Noll
Farm—Keith Noll
Fashion—Virginia Hoskins
Food—Virginia Hoskins
Garden—M. S. Boner
Motion Picture-Theatrical—F. C. Sands
Picture Editor—F. C. Sands
Real Estate—Keith Noll
Society—Virginia Hoskins

IOLA (Kan.), REGISTER (e)
Advs Not Accepted: Whiskey.
No Editions: Christmas; Labor Day; Memorial Day; July 4th; Thanksgiving.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Lynn
Church—Mrs. Arnita Lawrence
Columnist—Joe Gilmartin
Editorial Writer—Angelo Scott
Farm—E. E. Lynn
Food—Mrs. Ruth Lynn
Photo. Dept. Mgr.—Emerson Lynn
Picture Editor—Emerson Lynn
Society—Mrs. Arnita Lawrence

JUNCTION CITY (Kan.), UNION (e)
No Editions: Christmas; July 4th; Thanksgiving.

KANSAS CITY (Kan.), KANSAN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Advs. Not Accepted: Liquor, beer.
Special Editions: Anniversary Edition (Jan.).
Radio Station Affiliation: KCKN.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Ruth Riley
Columnist—Mrs. May J. McGuire
Editorial Writers—W. A. Bailey; Don Sallou
Photo. Dept. Mgr.—C. H. Nohe
Society—Ruth Burns

LARNED (Kan.), TILLER and TOILER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Harold C. Evans; Ralph L. Wallace
Society—Mrs. Nellie Black

LAWRENCE (Kan.), JOURNAL-WORLD (e)
Advs. Not Accepted: Liquor; beer.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clayton Stone
Book—J. W. Murray
Columnist—Bill Mayer
Editorial Writer—J. W. Murray
Fashion—Kathryne Stevens
Librarian—Ruth Love
Music—Criss Simpson
Photo. Dept. Mgr.—Richard Clarkson
Society—Kathryne Stevens

LEAVENWORTH (Kan.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Every day except Thurs. & Sun.
Advs. Not Accepted: Mail order nursery stock; vending machines.
No Editions: National holidays falling on Tues., Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Helen Snyder
Editorial Writer—R. E. Embleton
Food—Al. Peterson
Photo. Dept. Mgr.—J. H. Johnston, III
Society—Helen Snyder

LIBERAL (Kan.), SOUTHWEST TIMES (e)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back to School (Aug.); Cooking School (Oct.); Oil Progress (Jan.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arnold Ericson
Book—Maurine Tate
Business-Financial—Ray Millman
Cartoonist—Harry Chrisman
Church—Arnold Ericson
Columnists—Maurine Tate; Ray Millman
Editorial Writers—Kenneth Powell; Ray Millman
Education—Kenneth Powell, Jim Mitchell
Farm—Joe Cannon; Arnold Ericson
Fashion—Maurine Tate
Food—Maurine Tate
Librarian—Eulala Keller
Motion Picture-Theatrical—Kenneth Powell
Music—Charlie Hayes
Photo. Dept. Mgr.—Joe Cannon
Picture Editor—Joe Cannon.
Radio-Television—Ray Millman
Real Estate—Ray Millman
Travel—Arnold Ericson
Society—Maurine Tate

MANHATTAN (Kan.), MERCURY (e ex. Sat.).
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-school (Aug.); Spring fashion (Mar.); Fall fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Yes
Radio Station Affiliation: K M A N
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Colvin
Aviation—Saralena Colvin
Book—W.A. Colvin
Business-Financial—W. A. Colvin
Church—Charlotte Mutschler
Columnist—W. A. Colvin
Editorial Writer—W.A. Colvin
Education—Saralena Colvin
Farm—W. A. Colvin
Fashion—Charlotte Mutschler
Food—Charlotte Mutschler
Garden—Charlotte Mutschler
Librarian—Alverta Mildfelt
Motion Picture-Theatrical—Jack Woodman
Music—Saralena Colvin
Photo. Dept. Mgr.—W. A. Colvin
Picture Editor—W. A. Colvin
Radio-Television—Jack Woodman
Real Estate—W. A. Colvin
Travel—Saralena Colvin
Society—Charlotte Mutschler

McPHERSON (Kan.); REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back To School (Aug.); Christmas (Nov.).
No Editions: Publish early all holidays ex. Sun.
Food and/or Household Dept: Thurs.
Radio Station Affiliation: KNEX.

NEWTON (Kan.), KANSAN (e)
Run-of-Paper Color Advs. 2 color. Back page only.
Advs. Not Accepted: Liquor; mail order.
No Editions: Memorial Day; New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Neil Byer
Church—Leo Steinkirchner
Editorial Writer—John H. Stauffer
Education—Neil Byer
Farm—Gene Byer
Photo. Dept. Mgr.—Gene Byer
Society—Hazel Crandell

NORTON (Kan.), TELEGRAM (e)
Advs. Not Accepted: Liquor; beer; wine.
Special Editions: Farm Power Equipment and Auto Show (April).
No Editions: Christmas; New Years; July 4th; Thanksgiving; Memorial Day; Armistice Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Ken Johnson.

OTTAWA (Kan.), HERALD (e)
Special Editions: Farm Edition (Mar.); Dairy Edition (June); Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. W. Phillips
Aviation—Don Huls
Book—Lois Smith
Business-Financial—Don Huls
Church—Don Huls
Editorial Writer—Don Huls
Education—Don Huls
Farm—L. W. Phillips
Fashion—Lois Smith
Food—Robert Leonard
Garden—Lois Smith
Librarian—Lois Smith
Motion Picture-Theatrical—Don Huls
Music—Lois Smith
Photo. Dept. Mgr.—Robert Leonard
Picture Editor—Don Huls
Radio-Television—Robert Leonard
Real Estate—Don Huls
Travel—Don Huls
Society—Lois Smith

PARSONS (Kan.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Farm (Feb.); Back to school (Aug.); Fall styles (Sept.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Parker
Aviation—Eugene Parker
Book—Clyde M. Reed
Columnist—Jim Davis
Editorial Writer—Clyde M. Reed
Farm—Jim Davis
Motion Picture-Theatrical—Martin Thomas
Photo. Dept. Mgr.—Kent Cunningham
Real Estate—Eugene Parker

PITTSBURG (Kan.), HEADLIGHT (e) SUN (m) (S)
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Spring Style (March); Recipe Section (Feb.); Fall Style (Aug.).
Radio Station Affiliation: KSEK
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—John K. Hay
Church—Carolyn Montee
Columnists—C. L. Stroup; G. W. Von Schriltz
Editorial Writer—F. W. Brinkerhoff

PRATT (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color daily.
Special Editions: Pride (June).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Cornish
Aviation—Jim Cornish
Book—Ruby Osborn
Business-Financial—Jim Cornish
Church—Ruby Osborn
Columnists—Charles Pratt; Jim Cornish
Editorial Writer—Jim Cornish
Farm—Jim Cornish
Fashion—Jennie Shannon
Food—Jennie Shannon
Garden—Mrs. Ernest Hilliard
Librarian—Ruby Osborn
Motion Picture-Theatrical—Jim Cornish
Photo. Dept. Mgr.—Bob Lauffer
Picture Editor—Bob Lauffer
Radio-Television—Jim Cornish
Society—Jennie Shannon

RUSSELL (Kan.), NEWS (e)
Annual Special Editions: Graduation (May); Rodeo-Fair (Aug.); Oil (Oct.); Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allan D. Evans
Aviation—Allan D. Evans
Book—Webster Hawkins
Business-Financial—Russ Townsley
Cartoonist—John Lockyer
Church—Allan D. Evans
Columnist—John Lockyer
Editorial Writer—Russell T. Townsley
Education—Webster Hawkins
Farm—Webster Hawkins
Fashion—Russ Townsley
Food—Russ Townsley
Garden—Russ Townsley
Librarian—Webster Hawkins
Motion Picture-Theatrical—Allan D. Evans
Music—John Lockyer
Photo. Dept. Mgr.—Russ Townsley
Picture Editor—Russ Townsley
Radio-Television—Russ Townsley
Real Estate—Allan D. Evans
Travel—Russ Townsley
Society—Ann Schuler

SALINA (Kan.), JOURNAL (e) (S)
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KSAL
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Whitley Austin
Church—Dorethea Smith
Columnist—Glenn Williams
Editorial Writer—Whitley Austin
Education—Robert Cheaky
Farm—Lil Johnson
Fashion—Dorethea Smith
Food—Dorethea Smith
Garden—Lil Johnson
Motion Picture-Theatrical—Fred Brooks
Photo. Dept. Mgr.—Wilbur Hess
Picture Editor—Glenn Williams
Radio-Television—John Schmiedeler
Society—Dorethea Smith

TOPEKA (Kan.), CAPITAL (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Radio Station Affiliation: WIBW.
Television Station Affiliation: WIBW-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken David
Aviation—Art McIntire
Book—Milton Tabor
Business-Financial—Mary Betz
Cartoonist—Hubert Undorf
Church—Anna Mary Murphy
Columnists—Peggy Greene; Clif Stratton; Jim Reed; Milton Tabor; Ada Montgomery; Charles Pearson; Bob Riley
Editorial Writers—Milton Tabor; Jim Reed
Education—Anna Mary Murphy
Farm—Sam Teaford
Fashion—Constance Van Natta
Food—Ada Montgomery
Garden—Newton Townsend
Librarian—Nellie Jones
Motion Picture-Theatrical—Newton Townsend
Music—Mildred McKee
Photo. Dept. Mgr.—H. V. Lyle
Picture Editor—Bob Riley
Radio-Television—Allan Young
Real Estate—Mary Betz
Travel—Bob Townsend
Society—Ada Montgomery

TOPEKA (Kan.), STATE-JOURNAL (e)
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. E. Lewis
Aviation—Bill Weir
Book—Tom Kiene
Business-Financial—R. E. Lewis
Church—Mona Millikan
Columnists—Gordon Martin; Roscoe Born; Tom Kiene
Editorial Writer—Joe Lee
Education—Mona Millikan
Farm—Bob Roter
Fashion—Bernice Milne
Food—Pat Johnson
Garden—Mrs. J. W. Jones
Librarian—R. E. Lewis
Motion Picture-Theatrical—R. E. Lewis
Music—Pat Johnson
Photo. Dept. Mgr.—Gay Kalbfleisch
Picture Editor—Roscoe Born
Radio-Television—Bernice Milne
Real Estate—R. E. Lewis
Travel—Gordon Martin
Society—Bernice Milne

WELLINGTON (Kan.), NEWS (e)
Special Editions: Wheat Festival (July); Back-To-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Dawes
Aviation—Richard Dawes
Book—May Ward
Business-Financial—Stewart Newlin
Church—Eunice Slaten
Columnists—Stewart Newlin; Carolyn Epperson; Bob Washburn; Eddie Shaw.
Editorial Writer—Stewart Newlin
Education—Bob Washburn
Farm—Robt. Washburn
Fashion—Carolyn Epperson
Food—Eunice Slaten
Garden—Margaret Newlin
Motion Picture-Theatrical—Stewart Newlin
Music—Eddie Shaw
Photo. Dept. Mgr.—Robt. Washburn
Picture Editor—Robt. Washburn
Radio-Television—Margaret Newlin
Real Estate—Richard Dawes
Travel—Carolyn Epperson
Society—Carolyn Epperson

WICHITA (Kans.), BEACON (e); (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily ex. Sat.
Split Run Advertising: Every-other Paper
Advs. Not Accepted: Liquor on Sunday.
Special Editions: Progress Ed. (Aug.).
Magazine Section Carried: American Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Taggart
Aviation—Ted O. Thackrey
Book—Polly Parsons
Business-Financial—Sid Coleman
Church—Rev. Haven Moore
Columnists—Ernest A. Warden; Ted O. Thackrey; Frank Good
Editorial Writer—Mark Clutter
Education—William Douglas
Farm—Mark Clutter
Fashion—Virginia McDonald
Food—Virginia McDonald
Garden—Frank Good
Librarian—Polly Parsons
Motion Picture-Theatrical—Omer Belden
Music—Tom Horton
Photo. Dept. Mgr.—Frank Madison, Jr.
Picture Editor—Richard Webster

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WICHITA (KAN) BEACON—Cont'd
Radio-Television—Mary Grice
Real Estate—Hal Conrad
Travel—Omer Belden
Society—Virginia McDonald

WICHITA (Kan.), EAGLE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Thurs (e); Fri. (m); household Wed (e).
Radio Station Affiliation: KFH.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John Watson (m) (e) (S)
Book—L. F. Kimmel (m))e) (S)
Business-Financial—Bruce Behymer (m) (e) (S)
Cartoonist—Ben Hammond (m) (e) (S)
Church—Dr. Albert E. Kirk (m) (e) (S)
Editorial Writers— L. F. Kimmel (m) (e) (S); John Reed (m) (e) (S); Lee Silberman (m) (e) (S)
Education—Loren King (m) (e) (S)
Farm—Bruce Behymer (m) (e) (S)
Fashion—Ruth Meyer (m); Lovenia Lindberg (e) (S)
Food—Ruth Meyer (m); Bernice James (e) (S)
Garden—Ruth Meyer (m) (S)
Librarian—Ben Hammond (m) (e) (S)
Motion Picture-Theatrical—Lovenia Lindberg (m) (e) (S)
Music—Lovenia Lindberg (m) (e) (S)
Photo. Dept. Mgr.—Gordon Adkins (m) (e) (S)
Radio-Television—Dorothy Beemiller (m) (e) (S)
Real Estate—Erwin Frank (m) (e) (S)
Society—Mary McLean (m) (e) (S)

WINFIELD (Kan.), COURIER (e)
Advs. Not Accepted: Beer.
Annual Special Editions: Achievement (Feb.); Back to School (Aug.); Graduation (May).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Booth
Aviation—W. W. Keith
Church—H. L. Hart
Columnist—C. J. Whitson
Editorial Writers—W. W. Keith; Charles Booth; H. L. Hart
Education—Charles Booth
Farm—C. J. Whitson
Fashion—Alice Mohler
Food—Alice Mohler
Garden—Charles Booth
Music—Charles Booth
Photo. Dept. Mgr.—C. J. Whitson
Radio-Television—Jo Ann Newman
Society—Alice Mohler

KENTUCKY

ASHLAND (Ky.), INDEPENDENT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Advs. Not Accepted: Indecent or illegal.
Special Editions: Spring Style (Mar.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday, Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. L. Mobayed
Aviation—C. J. Fox
Business-Financial—J. T. Norris
Columnists—J. T. Norris; James Patrick; Tom Gallagher; Earl Norris (S)
Editorial Writers—J. T. Norris; R. A. McCullough
Education—R. L. Mobayed
Farm—William Williams
Food—R. L. Mobayed
Photo. Dept. Mgr.—Robert McCullough

BOWLING GREEN (Ky.), PARK CITY NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. ex. Thurs.
Special Editions: Bowling Green Days (Feb. Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Josephine Manthie
Editorial Writer—J. Ray Gaines
Photo. Dept. Mgr.—Wm. O. Skinner
Society—Josephine Manthie

CORBIN (Ky.), TRIBUNE (e); TIMES (S)
Advs. Not Accepted: Liquor, wine, beer.
Special Editions: Christmas Greeting (Dec.).
No Editions: July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCTT.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Reece Baker
Columnist—John L. Crawford
Editorial Writer—John L. Crawford
Farm—John L. Crawford
Photo. Dept. Mgr.—Foley Ruggles

COVINGTON (Ky.), POST (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Green
Book—Carl Saunders
Church—Joseph Carr
Editorial Writer—Carl A. Saunders
Farm—Carl Saunders
Fashion—Margaret Arnim
Food—Margaret Arnim
Librarian—James Caudill
Motion Picture-Theatrical—Burl Russell
Photo. Dept. Mgr.—Russell Manuel
Society—Margaret Arnim

FRANKFORT (Ky.), STATE-JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Vending Machines.
Special Editions: Capital Value Days (Aug. Feb.); Christmas Santa Hunt (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Swift
Aviation—Phil Swift
Book—Phil Swift
Business-Financial—Irv. Herman
Columnist—Zan Oberwarth
Editorial Writers—Zan Oberwarth; Phil Swift; Bill Fluty; Irv. Herman
Education—Phil Swift
Farm—Zan Oberwarth
Fashion—Dorothy Darnell
Garden—Zan Oberwarth
Picture-Editor—Phil Swift
Society—Dorothy Darnell

FULTON (Ky.), LEADER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; Vyron W. Mitchell

GLASGOW (Ky.), TIMES (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Otis Perkins
Radio-Television—A. Rogers
Real Estate—John K. Ditto
Society—Dorothy Thomas

HARLAN (Ky.), ENTERPRISE (e ex. Sat) (S)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Black Diamond Festival (Sept.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe and Household Hint columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—S. C. Van Curon; Springer Hoskins
Society—Mabel Collins

HENDERSON (Ky.), GLEANER AND JOURNAL (m ex. Mon); (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Eddie Engel
Columnists—Francele Armstrong; W. G. Schoepflin; Karl Christ; Melicent B. Quinn
Editorial Writers—James W. Armstrong; Francele H. Armstrong
Farm—Cecil Williams
Photo. Dept. Mgr.—Bill Armstrong
Picture Editor—Bill Armstrong
Radio-Television—Hugh E. Sandefur (m) (e) (S)
Society—Melicent B. Quinn

LEXINGTON (Ky.), HERALD (m); LEADER (e); HERALD-LEADER (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Fortune tellers; money solicitations.
No Editions (e): New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Special Editions: Blue Grass Review (Jan.); Home & Garden (Mar.).
Food and/or Household Dept.: Thurs.; Fri.; Sun.

LOUISVILLE (Ky.) COURIER JOURNAL (m) (S); TIMES (e)
Run-of-Paper Color Advs.: 1 color. Tuesday through Sat. (m); Mon. through Friday (e); Womens Section only (S).
Split Run Advertising: Every-other Paper.
Special Editions: See Kentucky (Apr.)
No Editions: (e only) New Years; Decoration Day; July 4th; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHAS
Television Station Affiliation: WHAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mary C. Bingham (m) (S); Lois O'Neill (e)
Business-Financial—Sol Schulman (m) (S); Bernie Gratzer (e)
Cartoonists—Grover Page (m) (S); Robert York (e)
Church—Ora Spaid (m) (S)
Columnists—Allan Trout (m) (S); Bill Ladd (m) (S); Earl Ruby (m) (S); A. Y. Aronson (e); B. M. Atkinson Jr. (e); Larry Caudill (e); Dean Eagle (e); Marvin Gay (e); B. W. Gratzer (e)
Editorial Writers—Barry Bingham; George Burt; Molly Clowes; Tarleton Collier; Weldon James; John Ed Pearce (all m & S); Russell Briney (e); Norman Johnson (e); James Hutto (e)
Education—Jean Howerton (m) (S); Norman Shavin (e)
Farm—E. W. Kieckhefer (m) (S)
Fashion—Mildred Lensing (m) (S); Helen Leopold (e)
Food—Cissy Gregg (m) (S); Alice Hopkins (e)
Garden—Mary Louise Speed (m) (S); Helen Leopold (e)
Librarian—Ralph Shoemaker
Motion Picture-Theatrical—Boyd Martin (m) (S); Philip Querido (e)
Music—William Mootz (m) (S)
Photo. Dept. Mgr.—William Davis
Picture Editor—A. A. Daugherty (e)
Radio-Television—Bill Ladd (m) (S); Jack Eisen (e)
Real Estate—Grady Clay (m) (S); B. W. Gratzer (e)
Travel—Harry Shaw (m) (S)
Society—Helen Burnett (m) (S); Mrs. K. T. Smith (e)

MADISONVILLE (Ky.), MESSENGER (e)
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFMW.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edgar Arnold; Edgar Arnold, Jr.
Farm—Albert Larmouth

(Continued on page 198)

Question: *How many newspapers do Americans buy every day?*

Answer: *More than 54 million copies!*

Question: *How many copies of The Paducah (Ky.) Sun-Democrat?*

Answer: *28,496 in the 4th quarter, 1954.*

Question: *So WHAT?*

Answer: **So those 28,496 Sun-Democrats cover a market served by no other single newspaper. The Sun-Democrat is edited for the people it serves, commands their respect and interest. Its readers habitually look for its advertising as their basic shopping guide and they spent $184 million in 1953. As with any good daily newspaper, advertising in The Paducah Sun-Democrat produces results worth every cent invested in it.**

The Paducah Sun-Democrat

Affiliated with
WKYB, WKYB-FM (NBC)
Rep. by John E. Pearson Co.

PADUCAH, KY.
ROP Color

Represented by
Burke, Kuipers
& Mahoney

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KENTUCKY—Cont'd

(Continued from page 197)

MADISONVILLE (KY) MESSENGER—Cont'd
Photo. Dept. Mgr.—Eddie Gaines
Society—Hylda Long Weldon

MAYSVILLE (Ky.), INDEPENDENT (m)
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Tobacco (Oct.); Merchants (spring & fall); Holiday (Christmas-New Year).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Paul Minch
Editorial Writers—Martha Comer; Paul Minch, Jr
Education—Paul Minch
Farm—Paul Minch
Librarian—Betty Pollitt
Picture Editor—Paul Minch
Society—Jackie Ormes

MIDDLESBORO (Ky.), NEWS (e)
Split Run Advertising: Geographically.
Annual Special Editions: Easter (Feb.); Food-Appliance (June); Mining (Sept.); Christmas (Nov.).
No Editions: Christmas; July 4th; New Years.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WMIK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Burchfield
Book—Helen Henry
Business-Financial—M. R. Guthrie
Church—Helen Henry
Editorial Writer—M. R. Guthrie
Farm—M. R. Guthrie
Fashion—Helen Henry
Food—Helen Henry
Photo. Dept. Mgr.—James Woolum
Travel—M. K. Henry
Society—Helen Henry

MURRAY (Ky.), LEDGER & TIMES (e)
Advs. Not Accepted. Liquor; beer.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; James C. Williams
Society—Mrs. Jo Burkeen
Address other editorial correspondence to J. C. Williams.

OWENSBORO (Ky.), MESSENGER-INQUIRER (m) (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Year's End (Dec.).
No Editions: Christmas.
Radio Station Affiliation: WOMI & WOMI-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Cummings
Aviation—Louis Donohue
Book—Jean Harbin
Business-Financial—William Spragens
Church—Mabel D. Brown
Columnists—L. D. Gasser; Russ Melvin
Editorial Writers—Lawrence W. Hager, Sr.; Larry Hager; William Spragens
Education—William Spragens
Farm—Charlotte Baumgarten
Fashion—Charlotte Baumgarten
Food—Charlotte Baumgarten
Garden—Charlotte Baumgarten
Librarian—Charlotte Baumgarten
Motion Picture-Theatrical—Mrs. L. D. Gasser
Music—William Spragens
Photo. Dept. Mgr.—Charles Hale
Picture Editor—Mrs. L. D. Gasser; James T. Whitmer
Radio-Television—Christine Edge
Real Estate—Louis Donohue
Travel—Louis Donohue
Society—Mabel D. Brown

PADUCAH (Ky.), SUN-DEMOCRAT (e ex. Sat) (S)
Run-of-Paper Color Advs.. Up to 4 colors. Daily & Sun
Special Editions: Pre-Christmas (Nov.).
Food and/or Household Dept.: Thursday food section; Tuesday home page.
Radio Station Affiliation: WKYB & WKYB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Virginia Jones
Church—Rev. Charles Bunce
Columnists—E. J. Paxton; Joe LaGore; Preston Kennedy; Bill Powell; Hall Allen; Bob Sanderson; Joe Mitchell; Don Pepper; Larry May; Bill Carter; Dix Winston.
Editorial Writers—E. J. Paxton; E. J. Paxton, Jr.; Bill Powell; Preston Kennedy; Rev. Charles Bunce
Farm—Bill Powell
Fashion—Mrs. Odie Anderson
Food—Pat Paxton
Garden—Mrs. Odie Anderson
Photo. Dept. Mgr.—Joe LaGore
Picture Editor—Bill Powell
Real Estate—Don Pepper; Dix Winston
Society—Mrs. Odie Anderson

PARIS (Ky.), ENTERPRISE (e ex. Sat.) (S)
Special Editions: Automobile Edition (Mar.); Tobacco Edition (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

PIKEVILLE (Ky.), NEWS (e)
Special Editions: Mine Safety (Sept.); Spring Fashion (Apr.); Fall Fashion (Sept.).
No Editions: Christmas; Labor Day; Thanksgiving; July 4th.
Radio Station Affiliation: WLSI.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John M. Ward
Radio-Television—Roy Alexander
Society—Bryan Johnson

RICHMOND (Ky.), REGISTER (e)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Helen T. Winburn
Columnist—Randall Fields
Editorial Writer—Shelton M. Saufley
Fashion—Helen T. Winburn
Food—Helen T. Winburn
Garden—Helen T. Winburn
Photo. Dept. Mgr.—Randall Fields
Picture Editor—Randall Fields
Society—Helen T. Winburn

LOUISIANA

ALEXANDRIA (La.), TOWN TALK (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily
Special Editions: Fishing Section (May); Freezer Section (June); Back-to-School (Aug.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe D. Smith
Aviation—Wm. Norsworthy
Book—Jim West
Business-Financial—Jim West; Adras Laborde
Church—Wm. Norsworthy
Columnist—Adras Laborde
Editorial Writer—Adras Laborde
Education—Don Easterly
Farm—Don Easterly
Fashion—Ethel Holloman
Food—Ethel Holloman
Garden—Ethel Holloman
Librarian—Elizabeth Norwood
Motion Picture-Theatrical—Tracy Plilier
Music—Tracy Plilier
Picture Editor—Jim West
Radio-Television—Tracy Plilier
Society—Ethel Holloman

BATON ROUGE (La.), STATE-TIMES (e) MORNING ADVOCATE (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: School (Aug.); Fashion (Mar.); Fashion (Oct.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Thurs.; Fri.
Radio Station Affiliation: WJBO & WBRL-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. E. Elliott (m) (e) (S)
Aviation—Arthur Folse (m) (e) (S)
Book—Charles East (m) (S)
Columnists—Bob Scearce (m); Jerry Breaux (e); Bud Montet (m); Dan Hardesty (e)
Editorial Writers—Charlie Price (m); Ed Price (e)
Food—Annabelle McGuire (m) (e)
Garden—Al Alleman (m) (e)
Librarian—Lou Thomas (m) (e)
Motion Picture-Theatrical—Charles East (S)
Photo. Dept. Mgr.—Ken Armstrong (m) (e) (S)
Radio-Television—Charles East (m) (S)
Society—Pat Martinez (m) (S) Pat Mengert (e)

BOGALUSA (La.), NEWS (e) (S)
No Editions: Jan.1; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Gwen E. Houser
Columnists—Bob Landry; Lou Major
Editorial Writer—Halford R. Houser
Farm—N. L. Smith
Music—John Hammond

JENNINGS (La.), NEWS (e ex. Sat)
Special Editions: Christmas (Dec.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hildebrand Jr.
Aviation—Frank Hildebrand Jr.
Book—Frank Hildebrand Jr.
Business-Financial—Frank Hildebrand Jr.
Church—Miss Gerry Cormier
Columnist—Harvey Laing
Editorial Writers—Franklin Hildebrand; Frank Hildebrand Jr.
Education—Frank Hildebrand Jr.
Farm—Harvey Laing
Fashion—Mrs. Joyce Hildebrand
Food—Mrs. Joyce Hildebrand
Garden—Miss Gerry Cormier
Librarian—Miss Elza Stewart
Motion Picture-Theatrical—Frank Hildebrand Jr.
Music—Frank Hildebrand Jr.
Photo. Dept. Mgr.—Harvey Laing
Picture Editor—Harvey Laing
Real Estate—Frank Hildebrand Jr.
Travel—Frank Hildebrand Jr.
Society—Mrs. Joyce Hildebrand

LAFAYETTE (La.), ADVERTISER (e ex. Sat); (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Radio Station Affiliation: KVOL AM-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Marlene Des Hotels

LAKE CHARLES (La.), AMERICAN PRESS (e) (S)
Run-of-Paper Color Advs.: 3 colors. Daily.
Special Editions: Back to School (Aug.); Oil Progress (Oct.); Spring Fashions (Mar.); Christmas Gift (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fritzi Krause
Columnists—Truman Stacey; Kenneth Dixon
Editorial Writers—Gene Hughes; Kenneth Dixon
Farm—Lloyd McMahon
Fashion—Edna Alexander
Food—Fritzi Krause
Garden—Edna Alexander
Motion Picture-Theatrical—Edna Alexander
Photo. Dept. Mgr.—Sam Guillory
Picture Editor—Charles Weston
Radio-Television—Joline Faxon
Society—Edna Alexander

MONROE (La.), MORNING WORLD (m) NEWS-STAR (e) MORNING WORLD (S)
Run-of-Paper Color Advs.; 1 color. Daily & Sun.
Advs. Not Accepted: Vending machines; out of town mail order.
Special Editions; Spr. & Fall Fash. (Feb. & Sept.), Elec. & Gas.App. (March); Shoe Fashion (Feb. & Aug.).
Food and/or Household Dept.: Thur.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edmund Brown (m) (e) (S)
Aviation—Bert Hatten (m); W. G. Jasper(e) J. L. Ewing III (S)
Book—W. G. Jasper (m) (e); Bert Hatten; James Ewing III
Business-Financial—W. L. Albritton (m) Bert Hatten (S)
Church—H.H.Brinsmade (m) (e) (S)
Columnists—H.H.Brinsmade (m) (e) (S)
Editorial Writer—J.L.Ewing III (m) (e) (S)
Education—Bill Anderson (m); W.G.Jasper (e); J.L.Ewing III (S)
Farm—Frank Noonan (m) (e) (S)
Fashion—Margaret Land (m) (S); Mary Gray (e)
Food—Irene Sims Reid (m) (e) (S)
Garden—Edmund G. Brown Jr. (m) (S)
Librarian—W. L. Albritton (m) (e) (S); James Ewing III
Motion Picture-Theatrical—Bill Hardin (m) (e) (S)
Music—Mary Gray (m); Yvonne Herron (e), Margaret Land (S)
Photo. Dept. Mgr.—John Fogleman (m) (S); W.G.Jasper (e)
Picture Editor—Bert Hatten (m); W.G.Jasper (e) (S)
Radio-Television—W.L.Albritton (m) (e) (S)
Real Estate—W.L.Albritton (m) (e) (S)
Travel—Bert Hatten (m); J. L. Ewing III (e), Edmund Brown; Yvonne Herron (S)
Society—Mary Gray (m) (S); Margaret Land (e) (S)

NEW IBERIA (La.), IBERIAN (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues., Fri., Sat.
Special Editions: Creole-Cajun Cookery (Mid-Sept.)
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. G. Wolcott
Aviation—Robert F. Wolcott
Book—M. A. Wolcott
Business-Financial—M. A. Wolcott
Church—Barbara Burke
Columnists—M. A. Wolcott; I. J. Wynn
Editorial Writer—M. A. Wolcott
Education—Robert F. Wolcott
Farm—Robert F. Wolcott
Fashion—Barbara Burke
Food—M. A. Wolcott
Garden—Barbara Burke
Motion Picture-Theatrical—Barbara Burke
Music—Barbara Burke
Photo. Dept. Mgr.—Dorothy Louviere
Picture Editor—I. J. Wynn
Radio-Television—Dorothy Louviere
Real Estate—M. A. Wolcott
Travel—I. J. Wynn
Society—Barbara Burke

NEW ORLEANS (La.), ITEM (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday except Sat.
Special Editions: Year End Review (Jan.); Mardi Gras Edition (Feb.); Louisiana Automobile Dealers Assoc. Section (March); Baseball Section (April); Vacation Guide (May); Soap Box Derby (July); Back to School Section (Aug.); National Home Week; Football promotion (Sept.); Oil Progress Section (Oct.); Thanksgiving & opening of Fair Grounds; Christmas Gift Guide (Nov.); Sugar Bowl Edition (Dec.).
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food page Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. A. McColloster
Aviation—Jerry Cohen
Book—James A. Wobbe
Business-Financial—Allen Johnson
Church—Herman Drezinski
Columnists—Hermann Deutsch; T. R. Liuzza; Thomas Griffin
Editorial Writers—Lee Davis; Leo Adde
Education—Jerry Cohen
Fashion—Betty Jane Holder
Food—Mary Crossley
Garden—Camille Bradley
Librarian—Warren Nardell
Motion Picture-Theatrical—William Reed
Music—Ewing Poteet
Photo. Dept. Mgr.—William Sadlier
Picture Editor—Joseph Morris
Radio-Television—T. R. Liuzza
Real Estate—E. A. McColloster
Travel—Mary Crossley
Society—Betty Jane Holder

NEW ORLEANS (La.), TIMES-PICAYUNE (m) STATES (e) TIMES-PICAYUNE-STATES (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every Day.
Magazine Section Carried: This Week.
Group Membership: Jessie's Notebook; Nancy Sasser; Metropolitan Group.
Food and/or Household Dept.: Food pages Thurs.
Radio Station Affiliation: WTPS
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles Wesch (m) (S); Stanley Dodds (e)
Business-Financial—Stanley Dodds (m) (e) (S)
Cartoonists—Keith Temple (m) (S); John Chase (e)
Church—William Keith (m) (S); Joy Landry (e)
Columnists—Ed Brooks (m) (S); Howard Jacobs (m) (S); Pete Baird (m) (S); Pie Dufour (e); Ruth Sullivan (e)
Editorial Writers—Harold P. McCall (m) (S); William McKinley Darling (m) (S); Maurice D. Needham (m) (S); Walter Valois (e); Russ Kintzley (e) Crozet Duplantier (e)

(Continued on page 200)

DOMINATE
ECONOMICAL
CONCENTRATED
COVERAGE
of the
Important
Baton Rouge
MARKET

EAST BATON ROUGE
Parish with 197,000* population is second largest in Louisiana.

FAMILY INCOME in Baton Rouge of $6,093* in 1953 is Highest in the state.

* From Sales Management's Survey of Buying Power, 1953

With their circulation concentrated in the rich urban and retail zones, these newspapers provide the most effective coverage at the least cost.

STATE TIMES
and
MORNING ADVOCATE
Morning Evening Sunday

Represented by
THE JOHN BUDD CO.

The ITEM leads...by Three to One

In New Orleans cash registers do the talking. And that's why ITEM advertising is preferred by retailers three-to-one over the other evening newspaper in this tremendously expanding market. ITEM circulation is tops; you get more readers with more money to spend on more things. Good reason why The ITEM is LOUISIANA'S LARGEST EVENING NEWSPAPER

Sell New Orleans with the
ITEM
NATIONAL REPRESENTATIVES
• SAWYER • FERGUSON • WALKER •
NEW YORK CHICAGO DETROIT ATLANTA
LOS ANGELES SAN FRANCISCO

BIGGEST SALESMAN

IN LOUISVILLE'S BILLION-DOLLAR MARKET

Want a salesman so big he reaches 98.9% of all homes in Metropolitan Louisville every day—a 3-county market with more than a billion dollars effective buying income?

Want a salesman so well-liked he's invited into 62% of the homes in 79 Kentucky and Southern Indiana counties—a market with more than $2½ billion effective buying income?

Then put your advertising in these newspapers and let Louisville's biggest salesman go to work for you.

The Courier-Journal • THE LOUISVILLE TIMES

Combined daily circulation 375,978; Sunday circulation 307,499. Write our Promotion Department, Louisville 2, Kentucky, for booklet containing complete circulation breakdown.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LOUSIANA—Cont'd

(Continued from page 198)

NEW ORLEANS (LA) TIMES-PICAYUNE—Cont'd
Education—Miss Acel Mitchell (m) (S); Iris Turner (e)
Farm—Frank L. Schneider (m) (S)
Fashion—Ann Audubon (m); Julie Mayhew (S); Rose Kahn (e).
Food—Julie Bowes (m) (S); Beverly Busby (m); Caroline Cook (e)
Garden—Beverly Busby
Librarian—Hugh W. Smith (m) (e) (S)
Motion Picture-Theatrical—Ed Brooks (m) (S); Bob Sublette (e)
Music—Ed Brooks (m) (S); Charles L. Dufour (e)
Photo. Dept. Mgr.—Wilfred d'Aquin (m) (e) (S)
Picture Editor—Terrence Smith (m) (S); John Wilds (e)
Radio-Television—Ed Brooks (m) (S)
Real Estate—Frank L. Schneider (m) (S)
Travel—Charles Wesch (m) (S)
Society—Mrs. Jacqueline Avegno (m) (S); Lucille Griswold (e)

OPELOUSAS (La.) WORLD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Wed. & Thurs.
Advs. Not Accepted: Vending machine; mail order.
Special Editions: Home Freezer (March); Home & Garden (April); Picnic Edition (July); Yam Festival (Oct.); Air Conditioning (May); Spring Fashion (Apr.); Fall Fashion (Sept.).
No Editions: New Years; Christmas; Thanksgiving; Labor Day; July 4th; Yambilee.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. R. Thistlethwaite
Cartoonist—Mason Perrault
Church—Lillian Bourdier
Columnists—John Thistlethwaite; Edgar deLesseps
Editorial Writer—John Thistlethwaite
Education—Lillian Bourdier
Farm—N. B. Br ssard
Fashion—Lillian Bourdier
Food—Lillian Bourdier
Garden—Lillian Bourdier
Motion Picture-Theatrical—Edgar deLesseps
Photo. Dept. Mgr.—Miss Ruth Deville
Picture Editor—Edgar deLesseps
Travel—Lillian Bourdier
Society—Lillian Bourdier

RUSTON (La.), LEADER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Peach Festival (June); Back To School (Aug.); Christmas Greeting (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: KRUS.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to C. E. Frank.

SHREVEPORT (La.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles C. Phillips, Jr.
Aviation—Charles C. Phillips, Jr.
Book—Patricia Shelton
Business-Financial—Clarence Coon
Church—Alexis Appendino
Columnists—Otis Harris; Larry Ronson
Editorial Writer—George W. Shannon
Education—Clarence Coon
Farm—Ernestine Catalano
Fashion—Rose Margaret Harton
Food—Stella Leopold
Garden—Miss Susie Kline
Librarian—Lillie Cella
Motion Picture-Theatrical—Frank Grosjean
Music—Larry Ronson
Photo. Dept. Mgr.—Jack Barham
Picture Editor—Otis Harris
Radio-Television—Wallace Beene
Real Estate—Clarence Coon
Travel—Patricia Shelton
Society—Rose Margaret Harton

SHREVEPORT (La.), TIMES (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Food and/or Household Dept.: Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Hewitt
Aviation—Allan Lazarus
Book—Keith Coulbourn
Church—Mildred Smith
Columnists—Jack Fiser; Viva Begbie; Pericles Alexander
Editorial Writer—Don Ewing
Education—Margaret McDonald
Farm—Jack Timmons
Fashion—Allene Magann
Food—Bessie Murphy
Garden—Raymond McDaniel
Librarian—Sylvia Gilcrease
Motion Picture-Theatrical—Pericles Alexander
Music—Pericles Alexander
Photo. Dept. Mgr.—Langston McEachern
Picture Editor—Allan Lazarus
Radio-Television—Jim Briggs
Real Estate—Ray Holland
Travel—Keith Coulbourn
Society—Viva Begbie

MAINE

AUGUSTA (Me.), KENNEBEC JOURNAL (m)
Special Editions: Industrial (Mar.); Vacation (July).
No Editions: Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—May Craig
Editorial Writer—Paul S. Plumer
Farm—Raymond J. Seigler
Photo. Dept. Mgr.—Joseph Sline
Society—Ruth Henderson

BANGOR (Me.), NEWS (m)
Run-of-Paper Color Advs.: Up to 2 colors. Optional within week.
Special Editions: Industrial (Jan.); Shoe (Mar. & Sept.); Auto Show (Mar.); Home Show (April); Oil Progress (Oct.).
Food and/or Household Dept.: Food column on Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bud Leavitt; Owen Osborne
Editorial Writer—Delmont T. Dunbar
Farm—Elmer S. Ingalls
Food—Mildred B. Schrumpf
Librarian—Ruth S. Perry
Society—Nelle C. Penley

BANGOR (Me.), PATRIOT (e)
No Editions: Christmas; New Years; Thanksgiving; Veterans' Day; July 4th; Labor Day.
Food and/or Household Dept: Daily Shopping Col.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Norma S. Bourjaily
Editorial Writer—Monte F. Bourjaily
Fashion—Pauline York
Food—Sandra Randolph
Music—Norma S. Bourjaily
Radio-Television—Maxine H. Tracey
Society—Pauline York

BATH (Me.), TIMES (e)
No Editions: Patriots Day; Memorial Day; Julty 4th; New Years; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harry C. Webber; I. A. Trueworthy
Photo. Dept. Mgr.—I. A. Trueworthy

BIDDEFORD (Me.), JOURNAL (e)
No Editions: New Years; Patriots' Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer: Timothy J. Mahoney,
Address editorial correspondence to Timothy J. Mahoney.

LEWISTON (Me.), SUN (m) JOURNAL (e)
Advs. Not Accepted: Liquor.
No Editions: (e) May 30; July 4; Labor Day; Thanksgiving Day; Christmas (m).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Faunce Pendexter (m); Edward L. Penley (e)
Editorial Writers—Daniel S. Dexter (e); Edward L. Penley (e)
Farm—Ralph B. Whittum (m) (e)
Food—Margaret M. Mitchell (e); Edith E. Thayer (m)
Photo. Dept. Mgr.—Geo. M. Wardwell (m) (e)
Society—Edith E. Thayer (m); Margaret M. Mitchell (e)

PORTLAND (Me.), HERALD (m) EXPRESS (e) TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 3 colors. Any day, option dates requested.
Advs. Not Accepted: Mail Order; C.O.D.
Special Editions: Industrial & Financial (Jan.); State of Maine Ed. (July).
No Editions: (evening only) New Years; Feb. 22; July 4; Labor Day; Thanksgiving; Memorial Day; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation; WGAN & WGAN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Martelle (S)
Book—Walter Martelle (S)
Business-Financial—Harold Boyle (m) (e) (S)
Cartoonist—William Clark (m) (e) (S)
Church—Calvin Eels (m); Newton Reed (e) (S)
Columnists—Gene Le Tourneau (m); Arthur Hawkins (e); Richard Kendall (S)
Editorial Writers—Dwight Sargent (m); Edward Carlson (e); Duncan Oliphant (S)
Farm—Arthur Hawkins (m) (e) (S)
Fashion—Jeanette Pomeroy (m) (e) (S)
Food—Jeanette Pomeroy (m) (e) (S)
Garden—Arthur Hawkins (m) (e) (S)
Librarian—Beatrice Stuart (m) (e) (S)
Motion Picture-Theatrical—Hal Cail (m) (e) (S)
Music—Marshall Bryant (S)
Photo. Dept. Mgr.—Gardner Roberts
Radio-Television—William S. Chapin (m); D. L. Galbraith (e); Richard Woodbury (S)
Real Estate—Richard Kendall (S)
Society—Jeanette Pomeroy

RUMFORD (Me.), TIMES (e ex. Sat)
Special Editions: Automobile (Feb.); Sportsmen's (Mar.).
No Editions: Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WRUM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Everett Martin
Aviation—Everett Martin
Book—Melvin L. Stone
Business-Financial—Everett Martin
Cartoonist—Armand Violette
Church—Yvette Lacroix
Columnist—Yvette Lacroix
Editorial Writer—Melvin L. Stone
Education—Neild Oldham
Farm—Ben Pike
Fashion—Yvette Lacroix
Food—Yvette Lacroix
Garden—Yvette Lacroix
Librarian—Carolyn Lane
Motion Picture-Theatrical—Richard Gass
Music—Richard Gass
Photo. Dept. Mgr.—Neild Oldham
Picture Editor—Everett Martin
Radio-Television—Ben Pike
Real Estate—Richard Gass
Travel—Richard Gass
Society—Yvette Lacroix

WATERVILLE (Me.), SENTINEL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail Order.
Special Editions: Auto Edition (March); Thanksgiving Day Edition; Christmas Edition.
No Editions: Christmas, other holidays vary yearly.
Radio Station Affiliation: WGAN-Portland.
TV Station Affiliation: WGAN-TV-Portland.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Beth Haines
Columnists—Gene LeTourneau; Caleb A. Lewis; James McClay, Jr.
Editorial Writers—Robert Drake; C. Clayton LaVerdiere; Kenneth Morton; Clifton McMullen; James McClay; Jr.; Harland Durrell; Elizabeth Carter; Fred D. McAlary.
Farm—Fred D. McAlary
Fashion—Elizabeth Carter
Garden—Fred D. McAlary
Librarian—Beth Haines
Photo. Dept. Mgr.—Edward Cragin
Society—Elizabeth Carter

MARYLAND

ANNAPOLIS (Md.), EVENING CAPITAL (e)
Run-of-Paper Color Advs: Up to 2 colors.
Split Run Advertising: Every-other Paper
Special Editions: Spring Fashion (Mar.); Graduation (May); Chesapeake Bay Vacation (June); Back to School (Aug.); Dollar Days (Aug.); Fall Fashion (Oct.); Sales Days (Jan. & July)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Elmer M. Jackson, Jr.
Business-Financial—Elmer M. Jackson, Jr.
Church—Lawrence Ashman
Editorial Writer—Richard H. Elliott
Education—Mrs. Rebecca Wilson
Farm—Bruce Winters
Fashion—Mrs. Christina Gross
Librarian—Mrs. Eleta Bull
Music—A. Stewart Pitt
Photo. Dept. Mgr.—C. J. Miles
Picture Editor—Miss Betty Lou Smith
Radio-Television—Mrs. Vivien Smith
Society—Mrs. Christina Gross

BALTIMORE (Md.), SUN (m); EVENING SUN (e); SUNDAY SUN (S)
Special Editions: Home Section (Sept.); Automobile Sec. (Jan.); Resort Sections (June & Dec.)
No Editions: July 4th; Christmas.
Magazine Section Carried: This Week
Group Membership: Metropolitan Comics; Metropolitan Gravure
Television Station Affiliation: WMAR-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Trisik (e); Audrey Bishop (S)
Aviation—Bymum Shaw (m); Raymond Thompson (e)
Book—A. D. Emmart (e); Hervey Brackbill (S)
Business-Financial—John S. Armstrong (m); John Ward (e); Carroll Williams (S).
Cartoonists—Richard Q. Yardley (m); John Stees (e) (S)
Church—Virginia Tracy (e)
Columnists—John Goodspeed (e); Thomas M. O'Neill (e); Frank R. Kent (m); Charles P. Ives (m)
Editorial Writers—C. P. Ives; Ernest V. Baugh, Jr.; Francis F. Beirne; Price Day (m) (S); A. D. Emmart; Edgar L. Jones; James Bready; Dudley P. Digges (e)
Education—Gwinn Owens (e)
Farm—Raymond Thompson (e)
Fashion—Margaret Jackson (m); Pat Meid (e); Katharine Scarborough (S)
Food—Margaret Jackson; Phyllis Zelko (e); Katharine Scarborough (S)
Garden—Pat Meid (e)
Librarian—Clement Vitek
Motion Picture-Theatrical—Hal Gardner (m); Gilbert Kanour (e); Janetta Somerset (S)
Music—Weldon Wallace (m) (S); Kent Bellows (e)
Photo. Dept. Mgr.—Robert F. Kniesche
Picture Editor—Hope Pantell (e); A. Aubrey Bodine (S)
Radio-Television—Donald Kirkley (m) (S); Hope Pantell (e)
Real Estate—Carroll E. Williams (m) (S); John Ward (e)
Travel—Bayard Webster (e); Audrey Bishop (S)
Society—Virginia Tracy (e)

CAMBRIDGE (Md.), EVENING BANNER (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Leila Smith
Columnist—Elsie McNamara
Editorial Writers—Arnold Daane; Maurice Rimpo

CUMBERLAND (Md.), NEWS (m) (S); EVENING TIMES (e)
Run-of-Paper Color Advs.: 1 color
Split Run Advertising: Every-other Paper.
Special Editions: Cooking School (Sept.); Back to School (Aug.).
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs. (e) & Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. Trago Brust (m); Paul R. Dillon (e); J. Wm. Hunt (S)
Business-Financial—C. W. Blackburn (m); T. Donald Shires (e); J. Wm. Hunt (S)
Cartoonists—Joseph Delaney (m) (e) (S)
Church—Allan Weatherholt (m)
Columnists—C. V. Burns (m); Eugene Brown; J. Suter Kegg (S)
Editorial Writers—A. Trago Brust (m); Paul R. Dillon (e); J. Wm. Hunt (S)
Education—A. D. Darby (m); C. A. Lancaster (e) (S)
Farm—A. D. Darby (m); Eugene Brown (e) (S)
Fashion—Pauline McEvoy (m); Ann Dorsey (e)
Food—Pauline McEvoy (m); Burke P. Brown (e) (S)
Garden—J. Wm. Hunt (S)
Motion Picture-Theatrical—S. Frantz Carl (m); E. T. Gunning (e)
Music—J. William Hunt (e)
Radio-Television—A. T. Brust (m); E. T. Gunning (e)
Society—Pauline McEvoy (m); Ann Dorsey (e) (S)

For Over

28 YEARS

Boston's Leader in Total Paid Advertising

THE BOSTON HERALD-TRAVELER

Represented Nationally by George A. McDevitt Co., Inc.

444 Madison Avenue, New York 22, N. Y.

Chicago, Philadelphia, Detroit, Pittsburgh

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

FREDERICK (Md.), POST (m); NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Betty Sullivan (e)
Church—Elsie White Haines (m)
Editorial Writers—W. Henry Decker (m); August T. Brust (e); R. E. Delaplaine (e); Wm. T. Delaplaine (m) (e)
Farm—R. J. Atkinson (m); D. John Markey, Jr. (e)
Garden—R. J. Atkinson (m)
Librarian—Ann H. Watson (m) (e); Pat Rosencrantz (m) (e)
Society—Elsie Haines (m); Pat Rosencrantz (e)

HAGERSTOWN (Md.), THE MORNING HERALD (m); THE DAILY MAIL (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Donald Burkholder (m)
Editorial Writers—J. M. Harp (m); J. Gavin Hager (e)
Education—Harry B. Warner, Jr. (m); George Muhly (e)
Farm—Harry B. Warner, Jr. (m); George Muhly (e)
Fashion—Gloria L. Moser (m); Elizabeth Powell (e)
Food—Gloria L. Moser (m)
Librarian—Grace M. Spaulding (e)
Motion Picture-Theatrical—H. B. Warner, Jr. (m); Richard Rauth (e)
Music—H. B. Warner, Jr. (m)
Photo. Dept. Mgr.—A. Vernon Davis (m); David Cottingham (e)
Picture Editor—A. Vernon Davis (m); David Cottingham (e)
Real Estate—Richard Rauth (e)
Society—Gloria L. Moser (m); Margaret Gantz (e)

SALISBURY (Md.), TIMES (e)
Special Editions: Farm & Home Show (Oct.); Your Home Edition (Mar.)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—O. L. Morris
Farm—Kelvin Adkins
Picture Editor—O. L. Morris
Society—Mrs. Helen J. Perry

MASSACHUSETTS

ATHOL (Mass.), NEWS (e)
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Auto Open House (Feb.).
No Editions: National Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold D. Beaman
Fashion—Margaret A. Colton
Food—Margaret A. Colton
Librarian—J. Clarence Hill
Picture Editor—A. J. Galinis
Society—Margaret A. Colton

ATTLEBORO (Mass.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon. & Sat.
Special Editions: Auto Show (Feb.).
No Editions: Jan. 1; Decoration Day; July 4; Thanksgiving; Christmas.
Food and/or Household Dept. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clif Belcher
Aviation—Clif Belcher
Book—C. S. Sherman
Business-Financial—Delmont Rogers
Church—Ethel I. Macdonald
Columnists—Ken Blandin; Dan O'Connell
Editorial Writer—C. S. Sherman
Education—Fairlee Hersey
Farm—C. D. Roberts
Fashion—Margaret Corrigan
Food—Ethel I. Macdonald
Garden—Ethel I. Macdonald
Librarian—Ethel I. Macdonald
Motion Picture-Theatrical—C. S. Sherman
Music—Ethel I. Macdonald
Photo. Dept. Mgr.—Frank Adams
Picture Editor—Frank Adams
Radio-Television—E. I. Macdonald
Real Estate—C. D. Roberts
Travel—Clif Belcher
Society—Ethel I. Macdonald

BEVERLY (Mass.), TIMES (e)
Special Editions: Automobile Edition (Feb.).
No Editions: New Years; Feb. 22; Patriots Day; July 4th; Labor Day; Decoration Day; Nov. 11; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. S. Hovey
Aviation—M. R. Hovey
Cartoonist—Robert Perrigo
Church—Peggy O'Connell
Columnists—Lewis R. Hovey; Admiral Robert Theobault
Editorial Writers—Lewis R. Hovey; Carelton B. Hovey

BOSTON (Mass.), CHRISTIAN SCIENCE MONITOR (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Geographically.
Annual Special Editions: Travel Edition (Mar., May and Dec.); Children's Book Sup. (Mar. and Nov.); Local-Automobile Dealers Open House (Aug. and Oct.).
No Editions: Jan. 1; Feb. 22; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Clifford Harvey
Book—Miss Olive D. Hormel
Business-Financial—George R. Ericson
Cartoonist—Paul R. Carmack
Editorial Writers—Donovan M. Richardson; Tully Nettleton; Edward B. Orr; Carlyle Morgan
Education—Miss Millicent Taylor
Fashion—Miss Jessie A. Arndt
Food—Miss Jessie A. Arndt
Librarian—Chester W. Sanger
Motion Picture-Theatrical—John D. Beaufort
Music—Harold L. Rogers
Photo. Dept. Mgr.—Frank Saddler
Real Estate—W. Clifford Harvey
Travel—Leavitt F. Morris
Society—Miss Jessie A. Arndt

BOSTON (Mass.), GLOBE (m) (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sunday.
Split Run Advertising: Geographically.
No Editions: (m) New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving, Christmas.
Print Own Magazine: Yes.
Group Membership; Metropolitan Sunday Newspapers.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS (m) (e) (S)
Auto—H. J. Stanton
Aviation—Arthur A. Riley
Book—Edward A. Laycock
Business-Financial—William E. Jones
Cartoonist—Phil Bissell
Church—William R. Callahan; Bertha Peppeard
Columnists—Ted Ashby; Earl Banner; Summer Barton; Victor O. Jones
Editorial Writers—Henry W. Harris; James Morgan; James H. Powers; Lucien Price; Otto Zausmer; John Harriman
Fashion—Genina Gavin
Food—Dorothy Crandall
Librarian—Eugene J. Elliott
Motion Picture-Theatrical—Marjory L. Adams
Music—Cyrus W. Durgin
Photo. Dept. Mgr.—Charles Gibson
Picture Editor—William E. Mason
Radio-Television—Elizabeth Sullivan
Real Estate—Paul Kneeland
Travel—George McManus
Society—Marjorie Watts Sherman

BOSTON (Mass.), HERALD (m) (S); TRAVELER (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: (e) New Years; Washington's Birthday; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHDH
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Sibley (e)
Book—Alice Dixon Bond (m) (e)
Cartoonists—Frank Dahl (m); Joe Stern (m); Vic Johnson (m)
Columnists—Bill Cunningham (m); William E. Mullins (m); Cornelius Dalton (e)
Editorial Writers—Alden B. Hoag (m); Leonard Wheildon (m); Don Murray (m); Bill Schofield (e); Al Horne (e)
Fashion—Patricia Porter (m)
Food—Marjorie Mills (m)
Garden—Gloria Gould (m) (e)
Librarian—James Dromey (m) (e)
Motion Picture-Theatrical—Elinor Hughes (m); Alta Maloney (e)
Music—Rudolph Elie (m)
Photo. Dept. Mgr.—George Dixon (m) (e)
Radio Television—Bill Buchanan (m)
Society—Patricia Porter (m) (e)

CAPE COD (Hyannis P. O.) (Mass.), CAPE COD STANDARD-TIMES (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Summer Invitation (May).
Radio Station Affiliation; WOCB; WOCB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jean Crocker
Editorial Writer—John H. Rogers
Music—Newell A. Avery
Photo. Dept. Mgr.—Bruce Clark
Society—Jean Crocker

CHELSEA (Mass.), RECORD (e)
Special Editions: Auto (Feb.); Cooking School (Apr); Chelsea Days (June); Back-to-School (Aug.).
No Editions: New Years; Feb. 22; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. J. Dowd
Aviation—F. L. Gillis
Book—Sylvia B. Richmond
Business-Financial—H. D. Hancock
Church—F. J. Dowd
Columnist—Bill Seigal
Editorial Writers—H. D. Hancock; F. J. Dowd.
Education—F. J. Dowd
Food—F. J. Dowd
Motion Picture-Theatrical—F. L. Gillis
Radio-Television—F. L. Gillis
Real Estate—H. D. Hancock
Society—F. J. Dowd

CLINTON (Mass.), ITEM (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Harry Hintlian
Editorial Writer—Orra Stone
Society—Rita Naughton

FALL RIVER (Mass.), HERALD NEWS (e)
No Editions: New Years; Washington's Birthday; Patriots' Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—G. T. Hart; E. J. Delaney
Librarian—Eleanor M. Brady

FITCHBURG (Mass.), SENTINEL (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Doris Kirkpatrick
Librarian—Isabella M. Barr

FRAMINGHAM (Mass.), NEWS (e)
Special Editions: Back-To-School (Aug.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Decoration Day; July 4th; Thanksgiving; Christmas.

(Continued on page 202)

FALL RIVER, MASS.

A rich, industrial Market covered exclusively and completely by one newspaper.

TOTAL ANNUAL PAYROLLS EXCEED $90,000,000.00

FALL RIVER Herald News

Represented Nationally by the KELLY-SMITH COMPANY

NEW YORK - BOSTON - PHILADELPHIA - SYRACUSE - CHICAGO - ATLANTA - DETROIT - SAN FRANCISCO - LOS ANGELES

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MASSACHUSETTS—Cont'd

(Continued from page 201)

FRAMINGTON (MASS) NEWS—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dr. William A. Knight
Society—Emily Lewis

GARDNER (Mass.), NEWS (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Alfred Abbott.
Auto—Alfred J. Abbott
Radio—Mrs. Edith Givens
Society—Mrs. Amelia Budwick

GREENFIELD (Mass.), RECORDER-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. P. Dolan, Jr.
Book—Alvin F. Oickle
Church—Lucille B. Meader
Columnists—James E. Fox; R. P. Dolan, Jr.
Editorial Writers—Harold E. LeVanway; Wayne A. Smith; Alvin F. Oickle
Education—Thomas W. Merrigan
Farm—Alvin F. Oickle
Fashion—Lucille B. Meader
Food—Lucille B. Meader
Garden—Alvin F. Oickle
Librarian—Lucille B. Meader
Music—Wayne A. Smith
Photo. Dept. Mgr.—Al Daigle
Picture Editor—H. E. LeVanway
Radio-Television—John J. Broughan
Real Estate—Alvin F. Oickle
Society—Lucille B. Meader

HAVERHILL (Mass.), GAZETTE (e)
Split Run Advertising: Every-other Paper.
Special Editions: Automobile Dealers (Feb.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Memorial Day; July 4th; Labor Day: Columbus Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Milton E. Connelly
Columnists—William H. Heath, Milton E. Connelly; Walter A. Ryan
Editorial Writer—William H. Heath
Librarian—Vincent H. Driscoll
Society—Eva Brooks Flinn

HOLYOKE (Mass.), TRANSCRIPT-TELEGRAM (e)
Run-of-Paper Color Advs.: 2 colors.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WHYN.
Television Station Affiliation: WHYN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Albert J. Stoeckel
Business-Financial—William Dwight
Church—Robert Bailyn
Fashion—Katharine Murphy
Food—Katharine Murphy
Garden—Arthur Ryan
Photo. Dept. Mgr.—Francis A. Downey
Picture Editor—Richard J. Murphy
Radio-Television—Irene Michelek
Real Estate—Robert Bailyn
Travel—Mary Clayton
Society—Mrs. George Bricks

LAWRENCE (Mass.), EAGLE (m); TRIBUNE (e)
Split Run Advertising: Every-other Paper.
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William F. Lucey
Business-Financial—Herbert Thomas
Church—Mary Sweeney
Editorial Writer—Joseph Reynolds
Fashion—Mary H. Doyle
Food—Mary Sweeney
Librarian—Fred Sullivan
Music—Ambrose McLaughlin
Photo. Dept. Mgr.—Carl Currier
Picture Editor—Carl Currier
Radio-Television—Joseph Murphy
Real Estate—Edwin J. Watts
Society—Mary H. Doyle

LEOMINSTER (Mass.), ENTERPRISE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Clinton P. Rowe.

LOWELL (Mass.), SUN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Split Run Advertising: Every-other Paper.
Special Editions; Automobile; Spring Fashion; Fall Fashion.
No Editions: New Years; Labor Day; Thanksgiving; Memorial Day; July 4th; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Bates
Aviation—C. D. Harrington
Book—Hugh F. Downey
Business-Financial—Charles Sampas
Cartoonists—Tom Flannery; Bill Birchall
Church—William F. Moran
Columnists—Chas. Sampas; Frank Sargent; Bill Barrett; Geo. McGuane; Joe McGarry; Anne Donaghoe; Norma Ackerson; Frank Barrett; Owen Flynn.
Editorial Writers—Thomas F. Costello; D. F. Connors
Education—Clement C. Costello
Farm—Edward Harrington
Fashion—Anne Donaghoe
Food—Anne Donaghoe
Garden—Norma Ackerson
Librarian—Elizabeth Stoneham
Motion Picture-Theatrical—Chas. Sampas
Music—Alfred Burke
Photo. Dept. Mgr.—D. F. Connors
Picture Editor—D. F. Connors
Radio-Television—Jim Finn
Real Estate—Fred Dudley
Travel—John H. Costello
Society—Anne Donaghoe

LYNN (Mass.), ITEM (e)
Special Editions: Woman's Clubs (Oct.); Christmas Carol (Dec.); Back To School (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dario Costantini
Aviation—Jack Hashian
Church—Edward Penniman
Editorial Writer—Charles E. Gallagher
Education—Edward Penniman
Fashion—Hazel Anderson
Food—Hazel Anderson
Photo. Dept. Mgr.—O. H. Austin
Picture Editor—Vincent O'Brien
Society—Hazel Anderson

MEDFORD (Mass.), MERCURY (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues.
No Editions: New Years; Feb. 22nd; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Campbell
Book—Marvin Goldberg
Business-Financial—Samuel Sayward
Church—Tom Kenney
Columnist—David Brickman
Editorial Writer—David Brickman
Education—Samuel Sayward
Fashion—Ruth Clow
Food—Ruth Clow
Garden—Ruth Clow
Librarian—Marvin Goldberg
Motion Picture-Theatrical—Samuel Sayward
Music—Marvin Goldberg
Photo. Dept. Mgr.—Arthur MacDonald
Picture Editor—Samuel Sayward
Radio-Television—Samuel Sayward
Real Estate—Howard G. Delwet
Travel—David Brickman
Society—Ruth Clow

MILFORD (Mass.), NEWS (e)
Special Editions: Spring Showing (Mar.); Clearance Sales (Jan. & July), Fall Showing (Sept. Oct.); Auto (Feb.).
No Editions: Washington's Birthday; Memorial Day; New Years; Patriot's Day; Thanksgiving; Christmas; July 4th;.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Billings
Aviation—George Billings
Book—George Billings
Business-Financial—Charles H. Miller
Church—Edwin Gaskill
Editorial Writer—George Billings
Education—George Billings
Farm—George Billings
Fashion—George Billings
Food—George Billings
Garden—George Billings
Librarian—George Billings
Motion Picture-Theatrical—George Billings
Music—George Billings
Photo. Dept. Mgr.—Nicholas J. Tosches
Picture Editor—Nicholas J. Tosches
Radio-Television—Nicholas J. Tosches
Real Estate—Nicholas J. Tosches
Travel—George Billings
Society—George Billings

NEW BEDFORD (Mass.), STANDARD-TIMES (e) (S)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Industrial (Jan.); Automobile (Feb.); Yachting & Recreation (May).
Magazine Section Carried. Parade.
Radio Station Affiliation: WNBH-WFMR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Ackerman
Book—John H. Ackerman
Business-Financial—Archibald A. Talmage
Church—Robert K. Illingworth
Columnists—Joseph Epstein; Amantha A. Akin; Earl J. Dias
Editorial Writers—George W. Wilson; James P. Roan
Education—Melvin F. LaBrode
Fashion—Amantha A. Akin
Food—Mary A. Judson
Garden—Minna Littmann
Librarian—Alice L. Perry
Motion Picture-Theatrical—Earl J. Dias
Music—Earl J. Dias
Photo. Dept. Mgr.—Carl H. Nielson
Picture Editor—John W. Roberts
Radio-Television—Harvey Ewing
Real Estate—Archibald A. Talmage
Travel—John H. Ackerman
Society—Amantha A. Akin

NEWBURYPORT (Mass.), NEWS (e)
Special Editions: Auto section (Feb. 22).
No Editions. New Years, Apr. 19 May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.

NORTH ADAMS (Mass.) TRANSCRIPT (e)
Advs. Not Accepted: Liquor; wine; mail order.
No Editions. New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WMNB

PITTSFIELD (Mass.), BERKSHIRE EAGLE (e)
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Fashion (April); School (Aug); Baby.
No Editions: Decoration Day, July 4; Labor Day, Thanksgiving; Christmas.
Radio Station Affiliation: WBEC & WBEC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kingsley R. Fall
Columnists—Walter Prichard Eaton; Theodore Giddings; Robert Smith; Roger Linscott; James A. Bowes; Richard V. Happel; Anthony G. Rud; Edward Michaelson; A. A. Michelson; Frank Skogsberg
Editorial Writers—William S. Annin; Roger Linscott; Lawrence K. Miller
Fashion—Mary Jane Gross
Librarian—Leonora Goerlach
Motion Picture-Theatrical—Kingsley R. Fall
Music—Jay Rosenfeld
Photo. Dept. Mgr.—Kingsley R. Fall
Radio-Television—Milton Bass
Real Estate—Robert Kimball
Society—Mary Jane Gross

QUINCY (Mass.), PATRIOT-LEDGER (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues., Wed.
No Editions: Washington's Birthday; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Maybelle Fullerton

SALEM (Mass.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sat
Special Editions: Auto. Lion's Club; Topsfield Fair.
No Editions: Do not print any Legal holidays.

SOUTHBRIDGE (Mass.), NEWS (e)
Special Editions: Spring Opening (March), Graduation (June); Back To School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day, Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—V. V. McNitt; Frank McNitt; Saxton W. Fletcher, Jr.
Fashion—Evelyn B. Norton
Society—Evelyn B. Norton

SPRINGFIELD (Mass.), UNION (m); NEWS (e); REPUBLICAN (S)
Advs. Not Accepted. Liquor (Sun.)
Special Editions: Financial & Review (Jan.); Automotive (Feb.); Baby (Roto) (Apr.), Vacation (June); Eastern States Ex. (Sept.).
No Editions: (News)-Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Group Membership: Metropolitan Roto & Comic.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Donald Bagg (S)
Cartoonists—Reg Tribe (m); Art Fish (e)
Columnists—Brian King; Frank Murray (S)
Radio-Television—John Ryan
Society—Mrs. W. Beaman (m); Grace Cavanaugh (e-S)

TAUNTON (Mass.), GAZETTE (e)
No Editions: Jan. 1; Feb. 22; April 19; May 30; July 4; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—William R. Reed
Address other editorial correspondence to James T. Sullivan.

A Message to Media Buyers:
Lynn, Massachusetts
CITY ZONE
137,150
This official designation points up the vital importance of the Lynn Market. Always in the "Big League" class, it adds to an industrial Buying Power prestige, as the 6th largest market in the State.
ONLY ONE A. B. C.
newspaper really covers this area. Latest A. B. C. statement shows 21,384 circulation.
A big market covered by one medium is a good buy—
Daily Evening Item
Represented by
JOHNSON, KENT, GAVIN & SINDING, Inc.
New York Boston Chicago Los Angeles San Francisco

RESULTS GROW WITH THE SUN
in Lowell, Massachusetts, a Rich, Compact Market
THE LOWELL SUN
40,609 ABC, AND GROWING
LOWELL SUNDAY SUN
27,260 ABC, AND GROWING
THERE IS NO MORE EFFECTIVE 7-DAY COVERAGE IN NORTHERN MIDDLESEX COUNTY, MASSACHUSETTS
THE LOWELL SUN Represented by Story, Brooks & Finley

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WAKEFIELD (Mass.), ITEM (e)
Special Editions: Local Merchants' Shoppers Spring, Summer & Christmas.
No Editions: Jan. 1; Feb. 22; Apr. 19; May 30; July 4; Labor Day; Oct. 12; Nov. 11; Thanksgiving & Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard W. Baker; Frank J. Dugan
Book—Robert G. Reed; Mary Louise Tredinnick
Church—Alliston Van Wagner
Columnist—Gardner E. Campbell
Editorial Writers—Robert G. Reed; Gardner E. Campbell; Cyrus M. Dolbeare
Education—Robert G. Reed
Librarian—Janet Wass
Motion Picture-Theatrical—Robert G. Reed
Music—Eva Gowing Ripley
Photo. Dept. Mgr.—Robert G. Reed; Richard W. Baker
Radio-Television—Alliston Van Wagner
Travel—Cyrus M. Dolbeare

WOBURN (Mass.), TIMES (e)
No Editions: New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; Patriots Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Michael J. Curran
Aviation—Michael J. Curran
Book—Thomas H. McGowan
Business-Financial—James D. Haggerty, Jr.
Church—Charles Riley
Columnist—William Carpenter
Editorial Writers—Michael J. Curran; James D. Haggerty, Jr.; Paul L. Haggerty
Education—William Shaughnessy
Farm—Robert Varey
Fashion—Mary Walsh
Food—Betty Devaney
Garden—Robert Varey
Motion Picture-Theatrical—Joan McGowan
Music—Paul L. Haggerty
Photo. Dept. Mgr.—Patrick Farino
Picture Editor—Patrick Farino
Radio-Television—Betty Devaney
Real Estate—William Howe
Travel—Michael J. Curran
Society—Joan McGowan

WORCESTER (Mass.), TELEGRAM (m) (S); GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: (e) Geographically Main Sections; Every-other Paper (S) Early Sections.
Advs. Not Accepted: Liquor.
Special Editions: Financial (Jan.).
No Editions: (e) New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAG & WTAG-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. F. Smith (e); Carl W. Erickson (m) (S)
Aviation—A. F. Smith (e); Carl W. Erickson (m) (S)
Book—Nicholas Zook (m); Mrs. Margaret Parsons (e) (S)
Business-Financial—Theodore English (m) (S); Joseph H. Gauthier (e)
Cartoonist—J. Albert Banx (m) (e) (S)
Church—Daniel M. Doherty (m) (S); E. Harvey Rayner (m) (S); James R. Wheeler (e)
Columnists—William Moiles (m) (S); John W. Battles (m) (S); Robert Cormier (m); Charles E. Currier (m); Thomas J. Carey (e); Thomas J. Sweeney (e); Nancy Lowe Gray (e); Mildred E. Mikkanen (e); Frank Woolner (e); Paul W. Savage (e); Ralph V. White (e); Paul Ryan (S); Ralph C. Mulligan (S); Dr. Loring Holmes Dodd (S)
Editorial Writers—Richard H. Cunningham (m) (S); Myron M. Johnson (m) (S); Albert B. Southwick (m) (S); Robert C. Achorn (e); Daniel Hull (e); Paul L. Schultz (e)
Education—Stephen D. Donahue (e); Paul A. Perry (S)
Farm—Eugene O. Parsons (e)
Fashion—Mrs. Agnes M. Drummond (m) (S); Eleanor Casey (e)
Food—Mrs. Ruth Philcox (e); Mrs. Josephine H. Pierce (S)
Garden—Eugene O. Parsons (e); Kermit K. Kingsbury (S)
Librarian—Elwin S. Greene
Motion Picture-Theatrical—Walter Merkel (m); William R. DeBourke (m); Daniel Hull (e); James E. Lee (e) (S)
Music—Raymond Morin (m) (S); John F. Kyes (e)
Photo. Dept. Mgr.—Edward A. Cournoyer (m) (S); Paul W. Savage (e)
Picture Editor—James A. Gourgouras (e)
Radio-Television—Frederick L. Rushton (m) (S); James A. Gourgouras (e)
Real Estate—Robert A. Foster (m) (S); Joseph H. Gauthier (e)
Travel—Kermit K. Kingsbury (m) (S); Walter F. Hopkins (e)
Society—Mrs. Agnes M. Drummond (m) (e) (S)

MICHIGAN

ALBION (Mich.), RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Back to School (Aug.); Dollar Days (July).
No Editions: Christmas; Labor Day; Thanksgiving; July 4th; New Years; Memorial Day.
Radio Station Affiliation: WALM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—George Mather
Columnist—George Mather
Editorial Writers—George Mather; J. C. Bedient
Society—Mrs. Betty Bradford

ALPENA (Mich.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence by departmental title.

ANN ARBOR (Mich.), NEWS (e)
Run-of Paper Color Advs. 1 color. Leeway requested.
Advs. Not Accepted: Mail order.
Special Editions: Bargain Day (July).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Mullendore
Business-Financial—Ralph Lutz
Church—Alice Ziegler
Editorial Writers—Arthur Gallagher; Nancy Watkins.
Education—Alice Ziegler
Farm—Sydney P. Cook
Fashion—Jan Walker
Food—Phyllis Morrissette
Garden—Jan Walker
Librarian—Jackie Hall
Motion Picture-Theatrical—Ann O'Tocle
Music—Carl Gehring
Photo. Dept. Mgr.—Eck Stanger
Picture Editor—William Mullendore
Radio-Television—Ann O'Toole
Real Estate—Ralph Lutz
Society—Jan Walker

BATTLE CREEK (Mich.), ENQUIRER and NEWS (e) (S)
Run-of-Paper Color Advs.; 1 color. Any day.
Split Run Advertising: Everyother Paper.
Advs. Not Accepted: Liquor.
Special Editions: New Years (Jan.); Fishing Guide (April); Auto Show (May); Back to School (Aug.); American Baseball (Sept.); National Homes Week (Sept.); Hunting Guide (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Household; Food pages Thursday.
Radio Station Affiliation: WELL.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Dilworth
Aviation—Don Rutherford
Book—Helen Bramble
Business-Financial—Robert Dilworth
Church—Roxanna Sayre
Columnist—George B. Dolliver
Editorial Writers—Nate Wood; Cecil Munson
Education—Jack Sherman
Farm—James Sharon
Fashion—Elizabeth Holmberg
Food—Elizabeth Holmberg
Garden—James Sharon
Librarian—Jane Zahareos
Motion Picture-Theatrical—Ross Coller
Music—George B. Dolliver
Photo. Dept. Mgr.—Elliott McLean
Radio-Television—Nick Gergacz
Society—Elizabeth Holmberg

BAY CITY (Mich.), TIMES (e) (S)
Advs. Not Accepted: Objectionable Medical; unapproved financial.
Food and/or Household Dept.: Wednesday & Thursday food pages; Sunday household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. D. Hewes
Aviation—M. D. Hewes
Book—Margaret Allison
Business-Financial—M. D. Hewes
Church—Margaret Allison
Columnists—Robert Hostettler; Jim Donahue
Editorial Writer—Bart Lynch
Education—Margaret Allison
Farm—Edward Dulong
Fashion—Jean Calvin
Food—Jean Calvin
Garden—Christine Born
Librarian—Shirley Keenan
Motion Picture-Theatrical—Margaret Allison
Music—Christine Born
Photo. Dept. Mgr.—Elmer Pincombe
Picture Editor—Andrew Munch
Radio-Television—Katherine Schwall
Real Estate—Christine Born
Society—Jean Calvin

BENTON HARBOR (Mich.), NEWS-PALLADIUM (e)
Run-of-Paper Color Advs.: Up to 1 color. Mon. Tues. Fri.
Advs. Not Accepted: Mediums-Vendors.
Special Editions: New Years (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WHFB and WHFB-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. Isminger
Church—Gladys Bailey
Editorial Writers—S. R. Banyon; L. R. White
Farm—Jerome Krieger
Food—N. A. Lindefeld
Garden—Jerome Krieger
Librarian—Edith Duerr
Photo. Dept. Mgr.—Chas. Zindler
Picture Editor—N. A. Lindenfeld
Radio-Television—R. Isminger
Society—Gladys Bailey

BIG RAPIDS (Mich.), PIONEER (e)
Special Editions: Anniversary (Dec.); Resort (June).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Bell
Book—Arthur E. Anderson
Church—Bernice Clark
Columnist—Arthur E. Anderson
Editorial Writer—Arthur E. Anderson
Education—Lillian Palmer
Farm—Jess Soltess
Fashion—Bernice Clark
Food—Bernice Clark
Photo. Dept. Mgr.—Ed Bell
Society—Bernice Clark

CADILLAC (Mich.), NEWS (e)
Advs. Not Accepted: Beer; wine; liquor.
Special Editions: Dollar Days (Feb. & Aug.); Christmas Opening (Nov.).

(Continued on page 204)

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about Detroit
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BY HEARST ADVERTISING SERVICE

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MICHIGAN—Cont'd

(Continued from page 203)

CADILLAC (MICH) NEWS—Cont'd
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl T. Huckle
Business-Financial—Earl T. Huckle
Church—Bess Snider
Editorial Writer—Earl T. Huckle
Education—Pauline Boynton
Farm—Herbert Allen
Food—Jules Wagman
Librarian—Viola Peterson
Music—Ellen Wilson
Photo. Dept. Mgr.—Jules Wagman
Picture Editor—Jules Wagman
Travel—Earl T. Huckle

CHEBOYGAN (Mich.), TRIBUNE (e)
Special Editions; Christmas (Nov.); Tourist and Resort (July-Aug.); Paint up-Clean up (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Riggs
Book—Myrton Riggs
Cartoonist—Frank Riggs
Church—Alta Riggs
Columnist—Nora Fox
Editorial Writers—Myrton M. Riggs; Gordon Turner
Fashion—Therese Lockey
Librarian—Barbara Zyble
Society—Alta Riggs

DETROIT (Mich.), FREE PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Financial (S) (Jan.); Resort (S) (Jan. & June).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leo Donovan
Aviation—Jean Pearson
Book—William Coughlin
Business-Financial—Kenneth A. Thompson
Cartoonist—Frank Williams
Church—Adrian Fuller
Columnists—James S. Pooler; Donald F. Schram; Mark Beltaire; Lyall Smith
Editorial Writers—John S. Knight; Royce Howes; Fred Tew; Frank Woodford
Education—Dale Nouse
Farm—Geoffrey Howes
Fashion—Jean Sharley
Food—Kay Savage
Garden—Gordon Morrison
Librarian—Morgan Oates
Motion Picture-Theatrical—Helen Bower; J. Dorsey Callaghan
Music—J. Dorsey Callaghan
Photo. Dept. Mgr.—Charles Haun
Picture Editor—Charles Haun
Radio-Television—Betty Lou Peterson
Real Estate—John Woerpel
Travel—Arthur Juntunen
Society—Roberta Mackey

DETROIT (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: 2 colors.
Split Run Advertising: Every-other Paper only 48 pages or under.
Advs. Not Accepted: Mail order; medical. speculative financial.
Special Editions: Financial (Jan.); Electrical (May); Summer Travel (June); Winter Travel (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Daily & Sun. ex Sat.
Radio Station Affiliation: WWJ-AM & WWJ-FM
Television Station Affiliation: WWJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph R. Watts
Aviation—Edwin G. Pipp
Book—John McManis
Business-Financial—Bruce M. Tuttle
Cartoonist—Arthur Poinier
Church—Henry G. Hoch
Columnists—W. K. Kelsey; Walter Fuller
Editorial Writers—S. L. A. Marshall; Karl W. Miller; William R. Muller; Gordon A. Harrison
Education—Robert L. Wells
Fashion—Yvonne Petrie
Food—Kay Kopera
Garden—June Hicks
Librarian—Ruth Braun
Motion Picture-Theatrical—Harold Heffernan (MP); Robert E. Lubeck (T)
Music—John Finlayson
Photo. Dept. Mgr.—Monroe D. Stroecker
Picture Editor—Clayton Irwin
Radio-Television—Herschell Hart
Real Estate—E. A. Baumgarth
Travel—Paul Aird
Society—Eleanor Breitmeyer

DETROIT (Mich.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., & Fri.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food pages daily and Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Kleene
Aviation—Thomas Kleene
Book—J. C. Manning
Business-Financial—James Boynton
Church—Ray Guiles
Columnist—Vera Brown
Education—Irmengard Pohrt
Fashion—Philomene Ezack
Food—Ruth Gorrell
Garden—Isabel Zucker
Librarian—Mrs. Grace Martin
Motion Picture-Theatrical—Jack Theissen
Music—Harvey Taylor
Photo. Dept. Mgr.—Bernard Braun
Picture Editor—Charles Ohno
Radio-Television—Andy Wilson
Real Estate—P. Dennis
Travel—Charles Wagoner
Society—Jean MacLellan

DOWAGIAC (Mich.), NEWS (e)
Annual Special Editions: Easter (Mar.); Dollar Days (Aug.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Berenice Vanderburg
Editorial Writer—Harry H. Whiteley
Photo. Dept. Mgr.—Wm. Michael
Picture Editor—Edward J. McVeigh
Society—Mrs. Victor Phillips

ESCANABA (Mich.), PRESS (e)
Special Editions: Dollar Days (Aug); Escanaba Days (Oct.); Deer Hunters (Nov.); Christmas (Dec.).
No Editions: Jan. 1; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clint Dunathan
Aviation—Clint Dunathan
Book—Amy Moberg
Business-Financial—K. L. Gunderman
Cartoonist—L. A. Danielson
Church—Amy Moberg
Columnists—Clint Dunathan; Ray Crandall
Editorial Writers—K. L. Gunderman; James G. Ward Jr.; Clint Dunathan
Education—K. L. Gunderman; Clint Dunathan
Farm—James R. Lowell
Fashion—Amy Moberg
Food—Amy Moberg
Garden—Joan DeShambo
Librarian—James R. Lowell
Motion Picture-Theatrical—Joan DeShambo
Music—Joan DeShambo
Photo. Dept. Mgr.—Bernard Schultz
Picture Editor—K. L. Gunderman
Real Estate—K. L. Gunderman
Travel—Clint Dunathan
Society—Amy Moberg

FLINT (Mich.), JOURNAL (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order; Matrimonial.
Special Editions: Mother's Day (May); Back To School (Aug.); Dollar Day (Sept.); National Home Week (Sept.).
Food and/or Household Dept.: Weds.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold R. Gerace
Aviation—Harold R. Gerace
Book—William D. Chase
Cartoonist—Kenneth Dolan
Church—C. A. Stevens
Editorial Writer—Robert C. Herrick
Education—Raymond Gover
Farm—G. H. Bastien
Fashion—Mrs. Joyce Cook
Food—Mrs. Elizabeth Conway
Garden—Richard F. Shappell
Librarian—William D. Chase
Motion Picture-Theatrical—Richard F. Shappell
Music—Raymond Gover
Radio-Television—Ralph G. Coulter
Real Estate—Richard F. Shappell
Society—Mrs. Joyce Cook

GRAND RAPIDS (Mich.), HERALD (m) (S)
Run-of-Paper Color Advs.: 1 color Daily except Sunday.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Furniture Market (June); Graduation (May); Home Show (S) Mar.); Trout Section (s) May; Furniture Market (June); National Home Week (S) (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food Column; Household Hints Column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Carr
Aviation—Edwin W. Murphy
Book—James Mudge
Business-Financial—Edward Murphy
Church—Sue Rogers
Columnists—Hugh Lago; Elaine Clapp
Editorial Writers—Carlton Cady; Dale Watts
Education—Marguerite Kerns
Farm—Seth Anderson
Fashion—Bernice Mancewicz
Food—Elaine Clapp
Garden—Robert Carr
Librarian—Lucille Van Bree
Motion Picture-Theatrical—Dale Watts
Music—Marguerite Kerns
Photo. Dept. Mgr.—Michael Dabakey
Radio-Television—Sue Rogers
Real Estate—Robert Carr
Society—Elaine Clapp

GRAND RAPIDS (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Saturday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor, mail order of medical nature, highly speculative or competes with products sold locally.
Annual Special Editions: National Home Week (Sept.); Freedom in Action (Apr.); Home Show (Mar.); Carpet Fashion (Apr.).
Food and/or Household Dept.: Food column Wed., Thurs. & Sat.; Household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ros Jensen
Book—Mrs. Grace Smith
Business-Financial—Clifford Nelson
Church—Mrs. Grace Smith
Columnists—Roger Allen; Helen Martin
Editorial Writer—Gerald A. Elliott
Education—B. G. Brown
Farm—Charles Johnson
Fashion—Mrs. Eleanor Pettersch
Food—Mrs. Eleanor Pettersch
Garden—Edgar M. Woods
Librarian—Lueve Parcell
Motion Picture-Theatrical—Gerald E. Elliott
Music—Gerald E. Elliott
Photo. Dept. Mgr.—Ralph Truax
Picture Editor—John McElwee
Radio-Television—Mrs. Florence Maciulewski
Real Estate—Robert Day
Society—Mrs. Eleanor Pettersch

GREENVILLE (Mich.), NEWS (e)
Special Editions: Building (Aug.); Christmas (Nov.); Soil Conservation (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Jaehnig
Business-Financial—Dale Stafford
Church—Betty Demorest
Columnist—Dale Stafford
Editorial Writer—Dale Stafford
Education—Walter Jaehnig
Farm—Walter Jaehnig
Fashion—Marcia Burke
Food—Betty Demorest
Photo. Dept. Mgr.—Roger Williams
Picture Editor—Roger Williams
Radio-Television—Kay Swanson
Society—Betty Demorest

HILLSDALE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Football (Sept.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Food Features Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. C. Hayhow
Church—Mabel Oppeneer
Editorial Writers—E. C. Hayhow; Herbert F. Hale
Farm—Howard Cordrey
Food—Mabel Oppeneer
Photo. Dept. Mgr.—Betty T. Hayhow
Picture Editor—Herbert F. Hale
Society—Mabel Oppeneer

HOUGHTON (Mich.), MINING GAZETTE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Chester Prideaux
Photo. Dept. Mgr.—Earl Gagnon
Picture Editor—Earl Gagnon

IRON MOUNTAIN-KINGSFORD (Mich.), NEWS (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Deer Hunters (Nov.); Ski-Jumping (Feb.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WMIQ.

IRONWOOD (Mich.), GLOBE (e)
No Editions: Christmas; New Years; July 4; Labor Day.

JACKSON (Mich.), CITIZEN-PATRIOT (e) (S)
Split Run Advertising: Every-other Paper (32 pages or less).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. V. Gregory
Book—Janet Hemans
Business-Financial—G. V. Gregory
Church—Janet Hemans
Columnists—E. F. Smith; L. Vandervoort; Helen Riegel; William Swank, Constance Reed
Editorial Writers—Carl M. Saunders; Harley Grimsley; James Brown
Education—Donna Barnes
Farm—Harley Grimsley
Fashion—Connie Reed
Food—Jane Pitcher
Librarian—L. O. Atherton
Motion Picture-Theatrical—Janet Hemans
Music—William Swank
Photo. Dept. Mgr.—J. F. Fleming
Picture Editor—J. F. Fleming
Radio-Television—Donald Durst
Real Estate—G. V. Gregory
Society—Jane Pitcher

KALAMAZOO (Mich.), GAZETTE (e) (S)
Run-of-Paper Color Adv.: 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper up to and including 40 page papers.
Advs. Not Accepted: Liquor & objectionable adv.
Annual Special Editions: New Years (Jan.); Bargain Days (Feb. & Aug.); Home Show (Mar.); Clean-up Paint-up (May); Back to School (Aug.); Nat'l. Home Week (Sept.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Byron Troyer
Aviation—Don Stone
Business-Financial—Byron Troyer
Church—Daniel Ryan
Editorial Writer—Arthur Millspaugh
Education—Phillip Wight
Farm—Roy Holding
Fashion—Marjorie Goldsmith
Food—Myrtelle Sharpsteen
Garden—Louis Bockstanz
Librarian—Frederick Bradford
Motion Picture-Theatrical—Jack Bell
Music—Byron Troyer
Photo. Dept. Mgr.—Varner Gould
Picture Editor—Alva Dorn
Radio-Television—Maude Curren
Real Estate—Louis Bockstanz
Travel—Lowell Plasterer
Society—Marjorie Goldsmith

LANSING (Mich.), STATE JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Every day.
Advs. Not Accepted: Liquor.
Special Editions: New Years (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carlisle Carver (e) (S)
Aviation—Birt Darling (e) (S)
Book—Ethelyn Sexton (e) (S)
Business-Financial—George Krause (e); Warren Brintnall (S)
Cartoonist—Warren Brintnall (e) (S);
Church—Thelma Harnett
Columnists—Richard Murray (e) (S); Carlisle Carver (e); Birt Darling (e) D. Richard Frazier (e); Hal Fildey (e); Howard J. Rugg (S)
Editorial Writers—Frank H. Sallows (e); J. Maynard Hill (e) (S); Charles H. Larson (e) (S); Paul A. Martin (e) (S); Mark Brouwer (e) (S); Kenneth R. West (e) (S)
Education—Fred Olds (e); Knight D. McKesson (S)
Farm—D. Richard Frazier (e) (S)
Fashion—Virginia Baird (e) (S)
Food—Virginia Baird (e) (S)
Garden—J. Maynard Hill (e) (S)
Librarian—Irma Thompson
Motion Picture-Theatrical—Thelma Harnett (e); Ethelyn Sexton (S)
Music—Ethelyn Sexton (e) (S)
Photo. Dept. Mgr.—Tom Tryon (e) (S)
Picture Editor—Carlisle Carver (e); J. Maynard Hill (S)
Radio-Television—Thelma Harnett (e) (S)
Real Estate—Warren Brintnall (e) (S)
Travel—Knight D. McKesson (e) (S)
Society—Virginia Redfern

LUDINGTON (Mich.), NEWS (e)
Special Editions: Tourist & Resort (June).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Grace M. Kelly

MANISTEE (Mich.), NEWS-ADVOCATE (e)
Special Editions: Forest Festival (June).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe column Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Win Kuehl
Editorial Writer—Win Kuehl
Photo. Dept. Mgr.—Bob Bailey
Society—Lorraine Bosschem

MARQUETTE (Mich.), MINING JOURNAL (e)
Advs. Not Accepted: Vending machines.
Special Editions: Christmas Greetings (Dec.); Fire Prevention (Apr.-Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WDMJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Robert Biolo; James Trethewey; Kenneth Lowe; Robert Brumm
Editorial Writers—E. A. Moore; F. J. Russell
Society—Mary G. Belmore

MARSHALL (Mich.), CHRONICLE (e)
Split Run Advertising: Geographically.
Special Editions: Christmas (Dec.).
No Editions: New Year's Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WALM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. M. Moses
Farm—Chester Maples
Photo. Dept. Mgr.—Ray Dennis
Picture Editor—Ray Dennis
Society—Mrs. Betty Miller

MENOMINEE (Mich.), HERALD-LEADER (e)
Special Editions: Builders Edition (Apr.); Back To School (Aug.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Murphy
Aviation—Robert Murphy
Book—Jean Worth
Church—Lucille Kehoe
Editorial Writer—Jean Worth
Education—Jean Worth
Farm—Robert Murphy
Fashion—Elizabeth Daly
Food—Elizabeth Daly
Garden—Robert Murphy
Motion Picture-Theatrical—Milton Brown
Picture Editor—James Ripley
Radio-Television—Milton Brown
Real Estate—Fred Collins
Travel—Elizabeth Daly

MIDLAND (Mich.), NEWS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wednesday and Saturday.
Advs. Not Accepted: Liquor.
Special Editions: Builders Show (Mar.); Appliance (May); Back To School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WMDN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. C. Rumple
Church—Louis H. Wood
Editorial Writers—Philip T. Rich; N. C. Rumple
Farm—John Nauer
Fashion—M. J. Findlay
Food—M. J. Findlay
Garden—Louis H. Wood
Picture Editor—Regina Barber
Society—M. J. Findlay

MONROE (Mich.), NEWS (e)
Special Editions: County Fair (Aug.); Back to School (Aug.); Builder Show (Apr.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.

MOUNT CLEMENS (Mich.) MONITOR-LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. H. Parres
Aviation—James Mitchell
Book—P. W. McKee
Business-Financial—P. W. McKee
Church—Ralph Barber
Columnist—Maurice Vincent
Editorial Writer—W. B. MacLachlan
Education—Lawrence Palmer
Farm—Ralph Barber
Fashion—Dorothy Magee
Food—Dorothy Magee
Garden—Ralph Barber
Motion Picture-Theatrical—M. H. Parres
Music—Simon O'Shea
Photo. Dept. Mgr.—Allan Plant
Picture Editor—W. B. MacLachlan
Radio-Television—M. T. McKee, Jr.
Society—Dorothy Magee

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MUSKEGON (Mich.), CHRONICLE (e)
Run-of-Paper Color Advs: 1 color. Determined by advance arrangement.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Home Show (Mar.); National Hardware Week (Apr.); Floor Coverings (Apr.); Back-to-School (Aug.); Home Fashion (Sept. and Dec.); Hunting. Do It Yourself (Oct.);
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Woodruff
Aviation—Bruce D. McCrea
Book—C. D. McNamee
Business-Financial—Charles H. Woodruff
Church—Leda Babcock
Editorial Writer—Frederic Read
Education—Ralph W. Eggert
Farm—John A. Chisholm
Fashion—Mrs. Agnes Huber
Food—Mrs. George E. Matych
Garden—Ralph W. Eggert
Librarian—Idaruth Peterson
Music—Mrs. Agnes Huber
Photo. Dept. Mgr.—John Bunda
Picture Editor—William A. May
Radio-Television—Luella Shafer
Real Estate—Robert G. Walker
Society—Mrs. Agnes Huber

NILES (Mich.), STAR (e)
Advs. Not Accepted: Mail order; vending machines; help wanted from out-of-town sources.
Special Editions: Builders' Show (Apr.).
No Editons: Jan. 1; December Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John R. Scamehorn
Motion Picture-Theatrical—Don R. Carlson
Photo. Dept. Mgr.—Don R. Carlson
Picture Editor—Don R. Carlson
Radio-Television—Don R. Carlson
Society—June Williams

OWOSSO (Mich.), ARGUS-PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thursday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Year End (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WOAP.
DEPARTMENTAL EDITORS and/or MANAGERS
Radio-Television—Arthur Klein
Society—Mary Cheney Campbell

PETOSKEY (Mich.), NEWS-REVIEW (e)
Special Editions: Christmas Shopper (Nov.); Fire Prevention (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENT EDITORS and/or MANAGERS
Editorial Writer—Jim Doherty
Farm—Fred Lovelace
Fashion—Florence Goldrich
Picture Editor—Jim Doherty
Society—Florence Goldrich

PONTIAC (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Over 1 col. Tues. & Sat. only.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted; Liquor.
Special Editions: Builder's Section (Mar); Back-to-School (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Food Section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mary Anglemier
Columnist—Joe Haas
Editorial Writer—Ralph W. Beebe
Education—Hazel C. Trumble
Fashion—Donnalee P. Anderson
Food—Janet Odell
Librarian—Mary Anglemier
Motion Picture-Theatrical—Abbie Kucesra
Photo. Dept. Mgr.—John W. Fitzgerald
Picture Editor—John W. Fitzgerald
Radio-Television—Covenna I. Morton
Society—Judith Clemence

PORT HURON (Mich.), TIMES HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Vending machines.
Special Editions: Industrial Edition (Jan); Farm Edition (Mar); Blue Water Vacation (June); Back to School (Aug); Fire Prevention (Oct); Xmas Gift Guide (Nov); Modern Homes (Feb); Spring Fashions (Mar).
Food and/or Household Dept.: Thursday Food Page.
Radio Station Affiliation: WTTH
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Robert Stratton (e)
Columnists—Louis J. Dunn (S); F. Granger Weil (e) (S); Fred H. Vincent (e); Paul D. Soini (S)
Editorial Writer—Edward S. Shover (e) (S)
Farm—Robert Dando (e)
Fashion—Miss Sally Smith (e) (S)
Food—Miss Sally Smith (e) (S)
Librarian—Mrs. Mary Royan (e) (S)
Photo. Dept. Mgr.—Ralph Polovich (e) (S)
Picture Editor—Louis J. Dunn (e) (S)
Radio-Television—C. E. Burkholder (e) (S)
Society—Miss Sally Smith (e) (S)

ROYAL OAK (Mich.), TRIBUNE (e)
Special Editions: Spring Fashion (Mar.); Home Exposition (Apr.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages, Weds., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Grant Howell
Business-Financial—Lynn S. Miller
Church—Dorothy Roszak
Columnist—Philip F. Miller
Editorial Writers—Philip F. Miller; Lynn S. Miller; Grant Howell
Education—Anne Brunner
Fashion—Marie VanSickle
Food—Marie VanSickle
Garden—John Kaichen
Librarian—Beverly Peck
Photo. Dept. Mgr.—Bayard F. Lawes
Picture Editor—Grant Howell
Radio-Television—Beverly Peck
Real Estate—John Kaichen
Society—Marie VanSickle

SAGINAW (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Minimum for color-full page.
Advs. Not Accepted: Medical and Cosmetic not in good taste.
Special Editions: Dollar Days (Feb. and Aug.); Saginaw Days (May and Oct.); Christmas Edition (Nov.).
Food and/or Household Dept: Wednesdays, Thursdays and Fridays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert W. Spendlove
Business-Financial—Herbert W. Spendlove
Church—Glen A. Boissonneault
Editorial Writer—Malcolm R. McCrea
Librarian—Robert T. McMillen
Motion Picture-Theatrical—Gerald Bates
Picture Editor—John D. Tucker
Radio-Television—Sheart D. Gross
Society—Esther M. Way

ST. JOSEPH (Mich.), HERALD-PRESS (e)
Run-of-Paper Color Advs: 1 color (full page only). Mon., Tues., Sat.
Special Editions: New Years (Dec. 31); Spring Fashions (May); Youth Fair & Back To School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Thurs.
Radio Station Affiliation: WHFB and WHFB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Kuhn
Aviation—Jerry Kuhn
Book—Helen Spangenberg
Business-Financial—W. J. Banyon
Church—Jeanette McDonald
Columnist—Helen Spangenberg
Editorial Writer—W. J. Banyon
Education—Helen Spangenberg
Farm—Jerry Krieger
Fashion—Helen Spangenberg
Food—Helen Spangenberg
Garden—Jerry Kuhn
Librarian—Jeanette McDonald
Motion Picture-Theatrical—Helen Spangenberg
Music—Helen Spangenberg
Photo. Dept. Mgr.—Jerry Kuhn
Picture Editor—Jerry Kuhn
Radio-Television—Vern Berry
Real Estate—Jerry Kuhn
Travel—Vern Berry
Society—Helen Spangenberg

SAULT STE. MARIE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Christmas (Dec.); Back to School (Aug.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSOO.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—George A. Osborn; E. J. Sundstrom; John Matheson
Education—John Matheson
Photo. Dept. Mgr.—Glenn N. Gregg
Society—Ruth Clarke

SOUTH HAVEN (Mich.), DAILY TRIBUNE (e)
Special Editions: Back to School (Aug.); Vacation Edition (June); Farm Edition (Feb.); Dollar Days (Apr.-Oct.).
No Editions: New Year's; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Paul L. Mixter; Don V. Schoenwether
Photo. Dept. Mgr.—Don V. Schoenwether
Society—Vera Clossen

STURGIS (Mich.), JOURNAL (e)
Advs. Not Accepted: Objectionable Medical.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thursday and Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark P. Haines
Education—William Bell
Picture Editor—Marvin Eldridge
Society—Majorie Waddell

TRAVERSE CITY (Mich.), RECORD-EAGLE (e)
Run-of-Paper Color Advs.: Up to 1 color. 3-day leeway required.
No Editions: All National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Batdorff
Aviation—Jay Smith
Book—A. C. Batdorff
Business-Financial—Jay Smith
Cartoonists—Robert Batdorff
Church—A. C. Batdorff
Columnists—Robert Batdorff
Editorial Writer—Jay Smith
Education—Robert Batdorff
Farm—William Smith
Fashion—Catherine Carroll
Food—Robert Batdorff
Garden—Jay Smith
Librarian—Jay Smith
Motion Picture-Theatrical—Catherine Carroll
Music—Jay Smith
Photo. Dept. Mgr.—Al Barnes
Picture Editor—Jay Smith
Radio-Television—Margaret Votey
Real Estate—Jay Smith
Travel—Jay Smith
Society—Catherine Carroll

(Continued on page 206)

Does She Buy YOUR PRODUCT?

WE HAVE THE ANSWERS!

All the answers regarding the sales of your product are answered for you in the 1955 Duluth Herald and News-Tribune DULUTH-SUPERIOR CONSUMER ANALYSIS. Get the reaction of the 75,678 housewives in this market concerning your product . . . they represent one of the top metropolitan sales markets in the nation.

The Duluth-Superior Consumer Analysis merchandising service gives you an up-to-date picture of what, when and where consumers buy; brand preference; ownership and buying plans. Write for your copy . . . it covers more than 150 product classifications, including foods, soaps, toiletries, appliances, beverages and general shopping habits.

The expanding, progressive DULUTH-SUPERIOR market is in the heart of the taconite empire where mining industries are in the process of spending over 500 million dollars in the development of taconite holdings.

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MICHIGAN—Cont'd

(Continued from page 205)

YPSILANTI (Mich.), PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
No Editions: July 4th; Christmas.

MINNESOTA

ALBERT LEA (Minn.), TRIBUNE (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Dollar Days (twice yearly); Back to School (Aug.); Fair Edition (Aug.); Fall Opening (Sept.); Spring Opening (Pre-Easter); Electrical Appliances (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
Food and/or Household Dept.: Daily Recipe from Subscribers; household dept. on Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—I. Sorenson
Columnists—A. Schmahl; R. Voigt; K. Allen
Editorial Writer—K. Allen

AUSTIN (Minn.), HERALD (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday.
Advs. Not Accepted: Vending machines-Mail order; Liquor
Special Editions: Spring fashion (March); Fall fashion (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Daane
Aviation—Dave Owen Jr.
Book—Freida Misch
Business-Financial—C. Burgeson
Cartoonists—Roger Larson
Church—May Thompson
Columnists—Jay Daane; Pat Erdman
Editorial Writer—H. E. Rasmussen
Education—G. Jarvis
Farm—Dick Williams
Fashion—Pat Erdman
Food—Pat Erdman
Garden—C. Burgeson
Librarian—Freida Misch
Motion Picture-Theatrical—J. Daane
Music—Guilbert Jarvis
Photo. Dept. Mgr.—Dick Williams
Picture Editor—G. Jarvis; D. Williams
Radio-Television—J. Daane
Travel—C. Burgeson
Society—Pat Erdman

BEMIDJI (Minn.), PIONEER (e)
Special Editions: Conservation Edition (Sept.); Dairy Day Edition (April); First Baby of Year (Dec.); Dollar Days (Feb. Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Martin Barber
Book—John Ainley
Church—Marie Mossefin
Columnists—John Ainley; Marvin Briggs
Editorial Writers—John Ainley; Marvin Briggs
Education—Martin Barber
Farm—Marvin Briggs
Fashion—Sybil Forbes
Food—John Ainley
Librarian—Marie Mossefin
Motion Picture-Theatrical—Martin Barber
Picture Editor—Martin Barber
Society—Marie Mossefin

CROOKSTON (Minn.), TIMES (e ex. Sat)
Advs. Not Accepted: Mail Order; Vendors.
Special Editions: Farm (Feb); Christmas; Spring; Fall.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—D. L. McKenzie; Horace W. Cutten
Photo. Dept. Mgr.—H. V. Sommer
Picture Editor—H. V. Sommer
Society—Maybelle Anderson

FAIRMONT (Minn.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Four "Iowa" editions (Spring; Summer; Fall); Christmas.
No Editions: New Years; Christmas; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept.: Thursday grocery section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lew Fiero, Jr
Aviation—Ray Stougaard
Book—Mary E. Nelson
Business-Financial—Claude N. Swanson
Church—W. K. Mickelson
Columnist—Claude N. Swanson
Editorial Writers—Claude N. Swanson; Walter K. Mickelson
Education—John Franklin
Farm —John Franklin
Fashion—Mary E. Nelson
Food—Lyle Miller
Garden—John Franklin
Librarian—Robert Schroeder
Motion Picture-Theatrical—Ray Stougaard
Music—Bill Mickelson
Photo. Dept. Mgr.—Robert Schroeder
Picture Editor—Ray Stougaard
Radio-Television—Ray Stougaard
Real Estate—John Franklin
Travel—Bill Mickelson
Society—Mary E. Nelson

FARIBAULT (Minn.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening; Fair Edition. Home & Building Edition; Farm Show Edition.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Swanberg
Book—Jean Hagen
Business-Financial—Dave Pickard
Church—Jean Hagen
Columnists—L. E. Swanberg; Robert Retzlaff
Editorial Writers—C. J. Hunt; L. E. Swanberg
Education—Jean Hagen
Farm—L. E. Swanberg
Fashion—Jean Hagen
Garden—L. E. Swanberg
Motion Picture—Ron Freeberg
Music—Jean Hagen
Photo. Dept.—Ron Freeberg
Picture Editor—Dave Pickard
Radio-Television—Ron Freeberg
Society—Jean Hagen

FERGUS FALLS (Minn.), JOURNAL (e)
Advs. Not Accepted: Liquor
Special Editions: Fall Fashions (Sept.); Spring Fashions (May).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving Day; Christmas.

HIBBING (Minn.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color. All days daily.
Advs. Not Accepted: Classified asking for money.
Special Editions: Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Geo. M. Fisher
Editorial Writer—Geo. M. Fisher
Photo. Dept. Mgr.—Steve Propotnik
Picture Editor—Bert Ackerson
Society—Burnette Peterson

INTERNATIONAL FALLS (Minn.), JOURNAL (e)
Advs. Not Accepted: Mail order
Special Editions: Spring Fashions; Back-to-School (Fall); Home Fashions (Fall).
No Editions: New Year; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Unger
Business-Financial—Paul A. Anderson
Church—Sally Hanson
Editorial Writers—Paul A. Anderson; Ken Unger
Education—Alec Kaviuk
Farm—Ken Unger
Fashion—Sally Hanson
Food—Ken Unger
Garden—Ken Unger
Librarian—Don Fischer
Motion Picture-Theatrical—Ken Unger
Music—Cathryn Simenson
Photo. Dept. Mgr.—Tony Mio
Picture Editor—Ken Unger
Real Estate—Ken Unger
Travel—Alec Kaviuk
Society—Sally Hanson

LITTLE FALLS (Minn.), TRANSCRIPT (e)
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas (Dec.); Back-to-School (Aug.); Spring Opening (April).
No Editions: Christmas Day; New Years Day; July 4th; May 30; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Merrie Cornwell; Irene Rudie
Editorial Writer—Jack H. Scudder
Librarian—Anne Merrick
Motion Picture-Theatrical—Merrie Cornwell
Society—Merrie Cornwell

MANKATO (Minn.), FREE PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Special Editions: Christmas (Dec.).
No Editions: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. H. Russell
Columnist—C. H. Russell
Editorial Writer—C. H. Russell
Farm—Russell Robertson
Society—Blanche Huntszicker

MINNEAPOLIS (Minn.), TRIBUNE (m) (S); STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily. Sunday in Women's and Feature sections; Hobby & Home Section.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: National Home Week (S) (Sept.)
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan; Jessie DeBoth; Nancy Sasser, Inc.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Paul (e); John Wickland (m)
Aviation—Angelo Cohn (e); Dan Upham (m)
Book—Norman C. Houk (m); John K. Sherman (e) (S)
Business-Financial—John Wickland (m) (S); Herb Paul (e)
Cartoonists—Scott Long (m) (S); Roy Justus (e)
Church—Miriam Alburn (m); Willmar Thorkelson (S); Will Jones (m) (S); Cedric Adams (S); Harold Bjornson (m); Virginia Safford (e) (S); John K. Sherman (e); Daryle Feldmeir (m) (S)
Editorial Writers—Carroll Binder (m) (S); Bradley Morison (m) (S); Charles Guthrie (m) (S); George L. Peterson (e); Robert W. Smith (e); Jay Edgerton (e); Lee Sonderegger (e); John Chapman (e)
Education—Miriam Alburn (m); Al Woodruff (e)
Farm—Russell Aslesen (m) (S); Randall Hobart (e)
Fashion—Aileen Reynolds (m) (e) (S)
Food—Mary Hart (m) (S); Virginia Safford (e)
Garden—George Luxton (m) (S)
Librarian—Charles A. Brown III (m) (e) (S)
Motion Picture-Theatrical—Will Jones (m) (S); Bob Murphy (e)
Music—Norman Houk (m) (S); John K. Sherman (e)
Photo. Dept. Mgr.—James Godbold (color); Wayne Bell (e)
Picture Editor—Paul Veblen (m) (S); Herb Germar (e); Charles McFadden (S)
Radio-Television—Will Jones (m) (S); Florence Murphy (e)
Real Estate—John Wickland (m) (S); Herb Paul (e)
Travel—Daryle Feldmeir (m); Virginia Safford (e)
Society—Mary Brown (m) (e) (S)

MOORHEAD (Minn.), NEWS (e)
Special Editions: Greater Moorhead (Mar.); 4-H Round Up (Sept.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—G. C. Terry

NEW ULM (Minn.), JOURNAL (e)
Run-of-Paper Color Advs: Up to 2 colors.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KNUJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—John Kerr
Church—Irma Ower
Columnists—Wm. E. Macklin; John Kerr; Robert C. Christianson; Clifford J. Carlson; Earl Pease
Editorial Writer—Walter K. Mickelson

OWATONNA (Minn.), PEOPLE'S PRESS (m ex. Mon)
Special Editions: Christmas (Dec.); Baseball (May); Back to School (Aug.).
No Editions: Days following New Years Day, Memorial Day, Fourth July, Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Food features on Fridays. Daily menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—L. R. Ringhofer
Food—L. R. Ringhofer
Picture Editor—Floyd Devereaux

RED WING (Minn.), REPUBLICAN EAGLE (e)
Advs. Not Accepted: Liquor, internal medicines.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Albert M. Marshall
Church—Fred Jonson
Columnists—E. W. Olson
Editorial Writers—P. S. Duff, Jr.; Albert M. Marshall; E. W. Olson
Education—P. S. Duff, Jr.
Farm—P. S. Duff, Jr.
Fashion—Mary Anderson
Food—Mary Anderson
Garden—Alfred Swanson
Motion Picture—Fred Jonson
Music—Fred Jonson
Photo. Dept. Mgr.—Philip Revoir
Picture Editor—Fred Jonson
Radio-Television—Mary Anderson
Society—Mary Anderson

ROCHESTER (Minn.), POST-BULLETIN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Dollar Days (Feb. & Aug.); Rochester Days (Oct. & May); Back to School (Aug.).
No Editions: Christmas; New Years; July 4th; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Nancy Strobel

ST. CLOUD (Minn.), TIMES (e)
Run-of-Paper Color Advs.: 2 colors.
No Editions: Christmas.
Food and/or Household Dept: Thurs.
Radio Station Affiliation: KFAM and KFAM-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Farrington
Book—Harold Schoelkopf
Business-Financial—Harold Schoelkopf
Church—Mrs. Lloyd Haxby
Columnist—Harold Schoelkopf
Editorial Writer—Harold Schoelkopf
Education—Harold Schoelkopf
Farm—James Collison
Fashion—Mrs. Lloyd Haxby
Food—Mrs. Lloyd Haxby
Garden—James Collison
Librarian—Mrs. Alda Thiessen
Music—Harold Schoelkopf
Photo. Dept. Mgr.—Myron Hall
Picture Editor—Harold Schoelkopf
Real Estate—Frank Farrington
Travel—Harold Schoelkopf
Society—Mrs. Lloyd Haxby

ST. PAUL (Minn.), PIONEER PRESS (m) (S); DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: (S) Liquor.
Annual Special Editions: (S) Builders Show (Apr.); Outing & Travel (Tab.) (May); Parade of Homes (Sept.); Spring Garden (Roto) (Apr.).
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WCCO.
Television Station Affiliation: WCCO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Gerald B. Smith (m) (e) (S)
Book—F. S. Heaberlin (m) (e) (S)
Business-Financial—F. H. Godfrey (m) (e) (S)
Church—Gerald B. Smith (m) (e) (S)
Columnists—R. J. Dunlap (m) (S); Gareth Hiebert (e)
Editorial Writers—L. D. Parlin (m) (e); R. R. Strom (m) (e)
Education—R. M. Monson (m) (e) (S)
Farm—Alfred D. Stedman (m) (e) (S)
Fashion—Lois P. Hatton (m) (e) (S)
Food—Doris Shugard (m) (e) (S)
Garden—Joseph Steigau (S); Robert A. Phillips (S)
Librarian—Roy W. Swanson (m) (e) (S)
Motion Picture-Theatrical—Bill Diehl (m) (e) (S)
Music—John H. Harvey (m) (e) (S)
Photo. Dept. Mgr.—E. L. Vogt (m) (e) (S)
Picture Editor—E. L. Vogt (m) (e) (S)
Radio-Television—T. L. Ayers (m) (e) (s)
Real Estate—Carl Hennemann (m) (e) (S)
Travel—Lytton Taylor (m) (e) (S)
Society—Amy Birdsall (m) (e) (S)

STILLWATER (Minn.), GAZETTE (e)
Advs. Not Accepted: Patent medicine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. L. Roney

VIRGINIA (Minn.) MESABI DAILY NEWS (e)
Special Editions: Home Building (July); Back to School (Aug.); December 31st.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Burt D. Pearson
Photo. Dept. Mgr.—Clarence W. Ivonen

WILLMAR (Minn.), TRIBUNE (e)
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Spring Opening (March); Back To School (Aug); Christmas (Nov).
No Editions: New Year; Memorial Day; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. C. Bengtson
Book—V. E. Lawson
Church—Barbara Strom
Columnists—O. B. Augustson
Editorial Writer—V. E. Lawson
Farm—Gordon Augustson
Food—R. C. Bengtson
Librarian—Emil Aspoas
Photo. Dept. Mgr.—Donald Nelson
Radio-Television—Stan Haldorson
Society—Joan Allinder

WINONA (Minn.), DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. By arrangement.
Advs. Not Accepted: Mail order.
Special Editions: Clean-up, Paint-up (Apr.); Fall Fashion (Aug.); Christmas (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years; Thanksgiving.
Radio Station Affiliation: KWNO & KWNO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—May Murray
Church—Thomas Berghs, Earl Gilbert
Columnists—H. G. Hymes; Gretchen L. Lamberton; Ralph Reeve; Katherine Pietke
Editorial Writers—Gordon R. Closway; William F. White; W. J. Cole; Adolph Bremer; C. Gordon Holte; Robert Eggleson
Farm—Earl Gilbert
Fashion—May Murray
Food—May Murray
Garden—May Murray
Librarian—Earl Gilbert
Music—May Murray
Photo. Dept. Mgr.—Merritt Kelley
Picture Editor—Adolph Bremer
Radio-Television—Joseph Rizzardi
Society—May Murray

WORTHINGTON (Minn.), GLOBE (e)
Advs. Not Accepted: liquor (ex. beer); vending mach.
Special Editions: Vacation (June); Back-to-School (Aug).
No Editions: Memorial day; July 4th; Labor day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Vance
Aviation—Jim Vance
Book—Stella P. Vance
Business-Financial—H. L. Refsell
Church—Mrs. Faith Palmer
Columnists—H. L. Refsell; J. A. Geladas
Editorial Writer—Jas. L. Vance
Education—J. A. Geladas
Farm—Jim Vance
Fashion—Faith Palmer
Food—Faith Palmer
Garden—V. M. Vance
Motion Picture-Theatrical—Jim Vance
Music—Jim Vance
Photo. Dept. Mgr.—J. A. Geladas
Picture Editor—J. A. Geladas
Travel—V. M. Vance
Society—Faith Palmer

MISSISSIPPI

BILOXI-GULFPORT (Miss.), HERALD (e)
Run-of-Paper Color Advs: 1 color Daily.
Advs Not Accepted; Liquor.
No Editions: Christmas.
Food and/or Household Dept.: Thursday
DEPARTMENTAL EDITORS and/or MANAGERS
Picture Editor—C. H. Eisendrath. Biloxi; C. C. Blackwell. Gulfport.

CLARKSDALE (Miss.), PRESS REGISTER (e)
Advs. Not Accepted: liquor; vending machine.
Special Editions: Spring Fashions (March); Graduation (May); Football (Sept.); Christmas Gift (Dec.).
No Editions: Christmas Day; Thanksgiving Day.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry B. Abernathy
Aviation—Harry B. Abernathy
Book—B. J. Skelton
Business-Financial—Jos. F. Ellis. Jr.
Church—B. J. Skelton
Columnist—Jos. F. Ellis. Jr.
Editorial Writers—Jos. F. Ellis. Jr.; B. J. Skelton
Education—Harry B. Abernathy
Fashion—Miss Mary Gene Browne
Food—Miss Mary Gene Browne
Garden—Mrs. Lois J. Schultz
Librarian—Harry B. Abernathy
Motion Picture-Theatrical—B. J. Skelton
Music—B. J. Skelton
Picture Editor—Harry B. Abernathy
Radio-Television—B. J. Skelton
Real Estate—Jos. F. Ellis. Jr.
Travel—B. J. Skelton
Society—Mrs. Lois J. Schultz

COLUMBUS (Miss.), COMMERCIAL DISPATCH (e ex Sat.) (S)
Print Run-of-Paper Color Advs.: 1 color. Any day.
Radio Station Affiliation: WCBI.
Television Station Affiliation: WCBI-TV.

CORINTH (Miss.), CORINTHIAN (e) (S)
Advs. Not Accepted: Liquor
Special Editions: Christmas Greetings (Dec.); Back to School (Sept.); 4-H (Nov. or Dec.).

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CORINTH (MISS) CORINTHIAN—Cont'd
No Editions: Christmas; Jan 1; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Frederick M. Jay
Society—Mildred Sawyer

GREENVILLE (Miss.), DELTA DEMOCRAT-TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily except Thurs. & Sat.
Advs. Not Accepted; Liquor.
Special Editions: Land Use (Mar.); Fashion (Apr. or May); Bride (June); Fashion (Sept.).
No Editions: Christmas; July 4th.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Weekly food columns
DEPARTMENTAL EDITORS and/orMANAGERS
Book—David Brown
Church—David Brown
Columnists—Louise Eskrigge Crump; Brodie Crump
Editorial Writers—Hodding Carter; David Brown
Farm—Harry Marsh
Fashion—Louise Eskrigge Crump
Food—Louise Eskrigge Crump
Garden—Louise Eskrigge Crump
Music—David Brown
Photo. Dept. Mgr.—John Carter
Picture Editor—John Carter
Society—Louise Eskrigge Crump

GREENWOOD (Miss.), COMMONWEALTH (e)
Advs. Not Accepted: Liquor and wine.
No Editions: New Year; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Shepherd
Aviation—Tom Shepherd
Book—Tom Shepherd
Business-Financial—Tom Shepherd
Cartoonist—Dave Bready
Church—Elizabeth Rovenhorst
Columnist—Stokes Dickins
Editorial Writers—Tom Shepherd; Dave Bready
Education—Tom Shepherd
Farm—Tom Shepherd; Dave Bready
Fashion—Elizabeth Rovenhorst
Food—Elizabeth Rovenhorst
Garden—Elizabeth Rovenhorst
Librarian—Tom Shepherd
Motion Picture-Theatrical—Tom Shepherd
Music—Tom Shepherd
Photo. Dept. Mgr.—Dave Bready
Picture Editor—Tom Shepherd; Dave Bready
Real Estate—Tom Shepherd; John W. Ray
Travel—Tom Shepherd
Society—Elizabeth Rovenhorst

GREENWOOD (Miss.), STAR (m) (S)
No Editions: Christmas; New Years; July 4th; Thanksgiving.

JACKSON (Miss.), THE CLARION-LEDGER (m) (S)
Advs. Not Accepted. Liquor.
No Editions: Christmas
Television Station Affiliation: WJTV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Purser Hewitt
Aviation—Gene Wirth
Book—Elsie Chambers
Business-Financial—Joe Penix
Cartoonist—Charles Dillingham
Church—Purser Hewitt
Columnists—Charles Hills; Arnold Hederman; Purser Hewitt.
Editorial Writers—T. M. Hederman; Purser Hewitt
Education—Hollis McNeer
Farm—Tommy Herrington
Fashion—Mary Alice Bookhart
Food—Mary Alice Bookhart
Garden—Mary Alice Bookhart
Librarian—Mrs. Alice Farrell
Motion Picture-Theatrical—Tommy Herrington
Music—Tommy Herrington
Photo. Dept. Mgr.—Purser Hewitt
Picture Editor—Gene Roper
Radio-Television—Purser Hewitt
Real Estate—Gene Wirth
Travel—Arnold Hederman
Society—Mary Alice Bookhart

JACKSON (Miss.), STATE TIMES (e) (S)
Projected publication date March 1, 1955.
Run-of-Paper Color Advs.: 3 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman Shavin
Book—Norman Shavin
Cartoonist—John R. Somerville
Church—Malcolm Leach
Editorial Writers—Norman Bradley; Leo Muller
Education—Malcolm Leach
Fashion—Jane Biggers
Food—Ouida Gean Muller
Librarian—Robert Williamson
Motion Picture-Theatrical—Leo Muller
Music—Norman Shavin
Photo Dept Mgr.—Mrs. Kay Amburgey
Radio-Television—Norman Shavin
Travel—Paul Tiblier

LAUREL (Miss.), LEADER-CALL (e)
Run-of-Paper Color Advs.: Up to 1 color. Mon; Tues; Fri; Sat.
Advs. Not Accepted: liquor.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—H. S. Gibbons
Farm—Jo Ann Moore
Garden—Mrs. M. O. Stark
Society—Alice Patrick

McCOMB (Miss.), ENTERPRISE-JOURNAL (e)
Advs. Not Accepted: Liquor.
Special Editons: Forestry (Feb.); Industrial (Oct.).
No Editions: Christmas; Labor Day; July 4th; New Years.

MERIDIAN (Miss.), STAR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Any Day.
Advs. Not Accepted: Hard liquor.
Special Editions: Christmas Shopping (Nov. or Dec.); Christmas Greetings (Dec. 24).
No Editions: Jan 1st; July 4th; Labor Day; Thanksgiving; Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—B. D. Stephens
Book—W. L. Ellison
Business-Financial—Grady Crenshaw
Church—Mrs. O. T. Robbins
Columnist—C. H. Phillips
Editorial Writers—Jas. H. Skewes; James B. Skewes
Education—Jerry Kerns
Farm—Mary Hollis
Fashion—Helen Crooks
Food—H. J. Elder
Garden—Ben Arthur Davis
Librarian—Betty Anderson
Motion Picture-Theatrical—Mrs. Betty Anderson
Music—Helen Crooks
Photo. Dept. Mgr.—David Pool
Radio-Television—Jerry Kerns
Travel—O. T. Robbins
Society—Helen Crooks

TUPELO (Miss.), JOURNAL (m)
Run-of-Paper Color Advs.: Up to one color. Daily.
Special Editions: Christmas Edition (Dec.).
No Editions: Jan. 1; Dec. 25; July 4;
Food and/or Household Dept.: Thursdays
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Harry Rutherford; George McLean
Food—Harry Rutherford

VICKSBURG (Miss.), HERALD (m); EVENING POST (e); POST-HERALD (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor
Special Editions: Back To School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas.
Radio Station Affiliation: WQBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Annie Lee Sanders
Church—Burrell Conway
Farm—Charlie Faulk
Garden—Elizabeth Faulk
Photo. Dept. Mgr.—Charlie Faulk
Picture Editor—Charlie Faulk
Farm—Charlie Faulk
Food—Burrell Conway
Garden—Elizabeth Faulk
Photo. Dept. Mgr.—Charlie Faulk
Picture Editor—Charlie Faulk
Radio-Television—Burrell Conway
Society—Mrs. Annie Lee Sanders

WEST POINT (Miss.), TIMES LEADER (e)
Advs. Not Accepted: Liquor; Beer; Palmist.
Special Editions: Livestock Show (March); Back to School (Aug); County Fair (Oct.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Henry Harris
Editorial Writer—Henry Harris
Farm—Charlie Bell
Photo. Dept. Mgr.—T. S. Holley
Society—Mrs. John Bedford

MISSOURI

BOONVILLE (Mo.), NEWS (e)
Special Editions: Rural Life Edition (July).
No Editions: New Year; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Kirton
Book—Gene V. Davis
Business-Financial—C. W. Kirton
Church—C. W. Kirton
Columnist—Gene V. Davis
Editorial Writer—C. W. Kirton
Farm—C. W. Kirton
Fashion—Mariana Neal
Food—Mariana Neal
Picture Editor—C. W. Kirton
Society—Mariana Neal

BROOKFIELD (Mo.), BULLETIN (e)
Special Editions: Christmas (Dec.); Rodeo (Sept.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Tom Hartman
Editorial Writers—Ira J. Williams
Farm—Mrs. Ralph Roe
Garden—Mrs. Ralph Roe
Photo. Dept. Mgr.—Tom Hartman
Society—Mayme Jones

CAPE GIRARDEAU (Mo.), SOUTHEAST MISSOURIAN (e)
Run-of-Paper Color Advs: 1 Color. Daily.
Advs. Not Accepted: Liquor; beer.
Special Editions: Achievement Edition (Jan.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food, Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Juel Mosley.

CARTHAGE (Mo.), PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column; Food & household, Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Dale
Aviation—E. L. Dale
Book—E. L. Dale
Business-Financial—E. L. Dale
Church—E. L. Dale
Editorial Writers—Ward L. Schrantz; E. L. Dale
Education—Jack Harshaw
Farm—Jack Harshaw
Fashion—Myrle Benedict
Food—Myrle Benedict
Garden—Jack Harshaw
Librarian—Robert S. Dale
Motion Picture-Theatrical—Myrle Benedict
Music—Myrle Benedict
Photo. Dept. Mgr.—Gordon Rollins
Picture Editor—Gordon Rollins
Radio-Television—John Key
Real Estate—E. L. Dale
Travel—Myrle Benedict
Society—Myrle Benedict

CLINTON (Mo.), DEMOCRAT (e)
Split Run Advertising: Yes.
Special Editions: Fashion (Mar.); Fall Fix-it (Sept.); Food (Nov.).
No Editions: Jan. 1; May 30; Thanksgiving; Dec. 25; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Gertrude Keller
Editorial Writer—Daniel B. Miles
Food—Jane E. White
Photo. Dept. Mgr.—M. N. White
Society—Mrs. Katherine Clagett

COLUMBIA (Mo.), MISSOURIAN (e)
(University of Missouri)
Run-of-Paper Color Advs.: 2 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Progress (Feb.).
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving; Memorial Day.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Buzbee
Book—William Peden
Business-Financial—John A. Hogg
Columnist—John A. Hogg
Farm—Robert Breeden
Photo. Dept. Mgr.—C. C. Edom
Picture Editor—C. C. Edom
Radio-Television—M. E. Gross
Society—Miss Queen Smith

COLUMBIA (Mo.), TRIBUNE (e)
Split Run Advertising: Yes.
Advs. Not Accepted: Mail Order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KFRU
DEPARTMENTAL EDITIONS and/or MANAGERS
Auto—John Lawson
Book—Joan Lipscomb
Church—Eugenia Rice
Editorial Writer—J. P. Hamel
Farm—George Beshore
Fashion—Joan Lipscomb
Food—Joan Lipscomb
Garden—J. P. Hamel
Motion Picture-Theatrical—Joan Lipscomb
Music—Joan Lipscomb
Photo. Dept. Mgr.—Larry Graebner
Picture Editor—J. P. Hamel
Radio-Television—Joan Lipscomb
Society—Joan Lipscomb

EXCELSIOR SPRINGS, (Mo.), STANDARD (e) (S)
Special Editions: Clay-Ray Life (July).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Withers
Business-Financial—D. McGiffin
Church—T. Emmons
Education—M. Crowley
Farm—M. Crowley
Fashion—B. Satterlee
Food—T. Emmons
Garden—M. Crowley
Radio-Television—M. Crowley
Real Estate—D. McGiffin

FLAT RIVER (Mo.), ST. FRANCOIS COUNTY JOURNAL (e ex. Sat).
No Editions: July 4th; Labor Day; Christmas; New Years; Memorial Day.
Food and/or Household Dept.: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to C. B. Dees or N. A. Gerig.

FULTON (Mo.), SUN-GAZETTE (e)
Advs. Not Accepted: Liquor; wine
Special Editions: Farm Edition (May.); Christmas Shopping Guide, (Nov.); Christmas Greetings (Dec.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—V. A. Johnston, Jr.
Business—Virgil Johnston, Jr.
Book—Sarah Lee Potts
Church—Sarah Lee Potts
Columnist—Jack Webb
Editorial Writer—V. A. Johnston, Jr.
Education—Dorris Drake
Farm—Jack Webb
Fashion—Sarah Potts
Food—Sarah Potts
Music—Dave Baker
Picture Editor—Jack Webb
Real Estate—Dave Baker
Society—Sarah Potts

HANNIBAL (Mo.), COURIER-POST (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAD.
Television Station Affiliation: KHQA-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clarence Carey
Editorial Writer—Wm. A. Coble
Farm—B. B. Watson
Fashion—Kay Bowen
Photo. Dept. Mgr.—Otis Howell
Radio-Television—Clarence Cary
Real Estate—B. B. Watson
Society—Kay Bowen

INDEPENDENCE (Mo.), EXAMINER (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Whiskey.
Special Edition: First Baby (Dec.); Christmas Edition (Dec.); Progress Edition (Jan.); Recipe Edition (April); Back to School Edition (Aug.).
No Editions:Christmas; July 4th: Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Lanphear
Aviation—Charles Lanphear
Book—T. Hall Collinson
Business-Financial—John W. McDonald
Cartoonist—Ed Moore
Church—Beulah Boone
Columnist—Dorothy Flanders
Editorial Writers—T. Hall Collinson; James Allen Southern; John W. McDonald; Edward Carnes
Education—Sue Gentry
Farm—Charles Lamphear
Fashion—Dorthy Flanders; Sue Gentry
Food—Sue Gentry
Garden—Edward D. Moore
Librarian—Sue Gentry
Motion Picture-Theatrical—Sue Gentry
Music—Sue Gentry
Photo. Dept. Mgr.—John V. Colt
Picture Editor—James Southern
Radio-Television—Charles Lamphear
Real Estate—Ed Carnes
Travel—Dorothy Flanders
Society—Dorothy Flanders

JEFFERSON CITY (Mo.), CAPITAL NEWS (m); POST TRIBUNE (e); NEWS AND TRIBUNE (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Special Editions: Fashion (Mar.); Fashion (Sept.); Graduation (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thurs; Fri; Sun.
Radio Station Affiliation: KWOS
Television Station Affiliation: KRCG-TV.

JOPLIN (Mo.), GLOBE (m ex. Mon) (S); NEWS-HERALD (e)
Run-of-Paper Color Advs: Up to 2 colors. Every Day.
Advs. Not Accepted: Mail order; palmistry.
Special Editions: Realtors Bldg. Show (S) (Easter).
No Editions: Christmas (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ray S. Cochran.
Editorial Writer—Philip Coldren

KANSAS CITY (Mo). TIMES (m); STAR (e) (S)
Run-of-Paper Color Advs: 1 color. Page Units Only. Every Day.
Advs. Not Accepted: Liquor, questionable financial or medical.
Special Editions: Year-end Review (Jan.); Lawn & Garden (Jan., Mar.); Dog Show (Feb.); Auto Show (Feb.); Better Homes (Apr.); Resorts (Jan., June, Nov., Dec.); Mid-Year Review (July); Do-It-Yourself Show (Sept.); Food Show (Sept.); American Royal (Oct.).
Group Membership: Nancy Sasser; Jessie's Notebook
Food and/or Household Dept: Food page--Friday Recipe and household hints daily.
Radio Station Affiliation: WDAF.
Television Station Affiliation: WDAF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Justin D. Bowersock
Aviation—Justin D. Bowersock
Book—Louis Mecker
Business-Financial—R. J. Hoyland; Ben Schifman
Cartoonists—S. J. Ray; Dale Beronius
Church—Mary Hobbs
Columnists—Landon Laird; Bill Vaughn
Editorial Writers—Charles Stansell; Kenneth L. Fox; Alvin S. McCoy; Richard Fowler; Henry C. Haskell; A. L. Bohling, Jr.; James Scott
Education—Margaret Hamilton
Farm—Roderick Turnbull
Fashion—Nell Snead
Food—Erma Young
Garden—James Jackson
Librarian—John Doohan
Motion Picture-Theatrical—Carl Cooper
Music—Clyde Neibarger
Photo. Dept. Mgr.—Sol Studna
Picture Editor.—Calvin F. Eby.
Radio-Television—R. J. Hoyland
Real Estate—Fred Fitzsimmons
Travel—J. D. Bowersock
Society—Erma Young

LAMAR (Mo.), JOURNAL (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Shoppers (Dec.).
No Editions: New Years; Memorial Day; Labor Day; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—D. Wayne Rowland
Columnists—D. Wayne Rowland; Ray Rowland.
Editorial Writers—D. Wayne Rowland; Ray Rowland
Society—Evelyn Little

LEXINGTON (Mo.), ADVERTISER-NEWS (e)
No Editions: Christmas; New Years; July 4th; Thanksgiving.

MACON (Mo.), CHRONICLE-HERALD (e)
Special Editions: Conservation (July); Back to School (Aug.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. M. Sagaser
Editorial Writer—Frank P. Briggs

MARYVILLE (Mo.), FORUM (e)
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.

MEXICO (Mo.), LEDGER (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Memorial Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Sterner
Aviation—Jim Sterner
Book—Jim Sterner
Business-Financial—R. M. White II
Church—Jim Sterner
Columnist—William Kong
Editorial Writer—Robert M. White II
Education—Jim Sterner
Photo. Dept. Mgr.—Vic Hildebrand
Picture Editro—Jim Sterner
Society—Laurene Miller

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MISSOURI—Cont'd

(Continued from page 207)

MOBERLY (Mo.), MONITOR-INDEX (e)
Advs. Not Accepted: Liquor.
No Editions: New Year; Memorial; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jo Driskell
Editorial Writer—W. T. VanCleve
Farm—Callie Halliburton
Society—Miss Jo Driskell

MONETT (Mo.), TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas.
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas; Labor Day; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kenneth G. Meuser
Church—Mrs. Wilma Henbest
Farm—Ray Rowland
Food—Orpha Greenway
Librarian—Ethel Lane
Motion Picture-Theatrical—Kenneth G. Meuser
Music—Kenneth G. Meuser
Photo. Dept. Mgr.—Hal Martin
Picture Editor—Ray Rowland
Radio-Television—Dorothy D. Lassiter
Real Estate—Dick Brady
Travel—Jacqueline Lauterat
Society—Mrs. F. J. Henbest

NEOSHO (Mo.), NEWS (e) (S)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty Reid
Columnist—Howard Moore
Editorial Writer—Howard L. Bush
Photo. Dept. Mgr.—Robert Henry
Society—Betty Reid

NEVADA (Mo.), MAIL (e); HERALD (S)
Special Editions: Farm Edition (Feb.): Graduation Edition (May); Back-to-School Edition (Aug.); Spring Fashions (S) (Mar.); Youth Fair (S) (Aug.); Christmas (S) (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Peter V. McCoy
Cartoonist—Frank Boughn
Church—Glessie Ewing
Editorial Writer—Peter V. McCoy
Education—Glessie Ewing
Farm—Glessie Ewing
Fashion—Glessie Ewing
Food—Glessie Ewing
Garden—Glessie Ewing
Librarian—Sharon McCaffret
Motion Picture-Theatrical—Peter V. McCoy
Music—Peter V. McCoy
Picture Editor—Peter V. McCoy
Society—Glessie Ewing

POPLAR BLUFF (Mo.), AMERICAN REPUBLIC (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wildon Roberts
Business-Financial—W. Roberts
Editorial Writer—James Hendrickson
Farm—Wildon Roberts
Fashion—Aldine Fenton
Food—Aldine Fenton
Picture Editor—Roberts Stanard
Society—Aldine Fenton

ROLLA (Mo.), HERALD (e)
Special Editions: Spring Styles (Apr.); Regional Fair (Aug.); Back to School (Sept.).
No Editions: New Years; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Periodic Food Column and Household Page.
Radio Station Affiliation: KTTR.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Garvin Berry; Luther W. Martin
Editorial Writer—William B. Breuer
Farm—Ross Thompson
Fashion—Vivien Humphrey
Photo. Dept. Mgr.—George Crain
Society—Vivien Humphrey

ROLLA (Mo.), NEWS (e)
Special Editions: Progress Edition (Aug.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Barney Miller
Farm—Barney Miller
Food—Christine Bentler
Garden—Christine Bentler
Society—Christine Bentler

ST. CHARLES (Mo.), BANNER-NEWS (e ex. Sat)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. Fuestel
Aviation—Wm. Fuestel
Book—Wm. Fuestel
Business-Financial—Wm. Fuestel
Church—R. Kelch
Columnists—C. Goellner; W. Fuestel
Editorial Writers—W. Fuestel; M. Thomson; C. Goellner
Education—W. Feustel
Farm—R. Kelch
Food—R. Kelch
Garden—R. Kelch
Photo. Dept. Mgr.—M. Thomson
Picture Editor—M. Thomson
Radio-Television—R. Kelch
Real Estate—R. Kelch
Society—W. Feustel

ST. JOSEPH (Mo.), GAZETTE (m); NEWS-PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Split Run Advertising: Every-other Paper.
Special Editions: (S) Building Section (Apr.); School Section (Aug.); Appliance Section (June); Refrig. & Deep Freeze (May); Radio & TV (Oct.).
Combined Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin McDonald (e) (S)
Aviation—Edwin McDonald (e) (S)
Book—Arthur V. Burrowes (e) (S)
Business-Financial—Edwin McDonald (S)
Church—Elsie Mules (e) (S)
Columnists—Don Houseworth (m); Harold Mills (m); Arthur Burrowes (e) (S); Merrill Chilcote (e) (S) Harold Slater (e) (S)
Editorial Writers—Letty Morton (e) (S); Arthur Burrowes (e) (S)
Education—Anna Rutt (e) (S)
Farm—Richard Altman (e) (S)
Fashion—Janie Yates (e) (S)
Food—Janie Yates (e) (S)
Garden—Ada Lyon (e) (S)
Librarian—Elsie Mules (e) (S)
Motion Picture-Theatrical—Janie Yates (e) (S)
Music—Edwin McDonald (e) (S)
Photo. Dept. Mgr.—William Bennet (m); Lewis Shady (e) (S)
Picture Editor—Merrill Chilcote (e) (S)
Radio-Television—Don Thornton
Real Estate—Edwin McDonald (e) (S)
Travel—Edwin McDonald (e) (S)
Society—Janie Yates (e) (S)

ST. LOUIS (Mo.), GLOBE-DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Obscene or extravagant medical claims.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan; Puck Comic Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KWK.
Television Station Affiliation: KWK-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin H. Krell
Aviation—Edwin H. Krell
Book—Francis A. Klein
Business-Financial—William A. Happ
Cartoonist—Donald Hesse
Church—W. E. Orthwein
Columnists—Robert Goddard; Beulah Schacht; Mac L. Hutchens; Robert L. Burnes
Editorial Writers—Louis LaCoss; Mac L. Hutchens; Francis H. Thornton; John Costello
Fashion—Mildred Planthold
Food—Mildred Planthold
Librarian—Josephine Fahey
Motion Picture-Theatrical—H. L. Monk
Music—Francis A. Klein
Picture Editor—Thomas S. Yates
Real Estate—Nell H. Gross
Travel—Cornelius L. Kelliher

ST. LOUIS (Mo.), POST-DISPATCH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Advs. Not Accepted: Certain medical.
No Editions: Memorial Day; New Years; Labor Day; July 4th; Thanksgiving; Christmas.
Group Membership: Metropolitan.
Radio Station Affiliation: KSD
Television Station Affiliation: KSD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil G. Baker
Book—Thomas B. Sherman
Business-Financial—Lee D. McCarthy
Cartoonist—Daniel R. Fitzpatrick
Church—John T. Stewart
Editorial Writers—Irving Dilliard; Ernest Kirschten; Robert Lasch; James Lawrence; Rufus Terral; Charles Prendergast
Fashion—Sylvia Styles
Food—Dorothy Brainerd
Garden—Virgil G. Baker
Librarian—Roy T. King
Motion Picture-Theatrical—Myles Standish
Music—Thomas B. Sherman
Photo. Dept. Mgr.—Clint Murphy
Picture Editor—William Bransted (daily)
Radio-Television—Warner O. Schoyen
Real Estate—Virgil G. Baker
Travel—Dorothy Brainerd
Society—Alfred D. Offer

SEDALIA (Mo.), CAPITAL (m ex Mon.); DEMOCRAT (e ex Sat.); CAPITAL-DEMOCRAT (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Retail mail order.
Special Editions: Appreciation Days (June); State Fair (Aug.); Recipe (Feb.); Fashion (Mar.); Farm (Jan. & Mar.); Vacation (June); Back To School (Aug.); Clean-Up (Apr.)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Food section Thurs (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George H. Scruton
Address other editorial correspondence to Peter Potter.

SIKESTON (Mo.), STANDARD (e)
Special Editions: Christmas (Dec.); Fall Style (Sept.); Spring Style (March).
No Editions: New Year; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kelsey Short
Aviation—Kelsie Short
Book—Joanie Bishop
Business-Financial—Bob Yorke
Church—M. Scott
Editorial Writers—C. L. Blanton Jr.; Bob Yorke
Education—Kelsey Short
Farm—Kelsey Short
Fashion—M. Scott
Food—Joanie Bishop
Garden—K. Blanton
Librarian—P. Alexander
Motion Picture-Theatrical—Karl King
Music—Joanie Bishop
Photo. Dept. Mgr.—Mike Dysart
Picture Editor—Kelsey Short
Real Estate—Bob Yorke
Travel—M. Scott
Society—M. Scott

SPRINGFIELD (Mo.), NEWS (m); LEADER & PRESS (e); NEWS and LEADER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Fri.; Thurs.; Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Hank Billings (S)
Book—C. W. Johnson (S)
Cartoonist—Robert Palmer (e) (S)
Church—Mary Ritchie (S)
Columnists—Lucille Upton; Mary Elizabeth Cox (m); Joe Clayton; Jim Morrissey; (e); C. W. Johnson; Bob Hunt (S)
Editorial Writers—Perry Smith; Tom Ellis (e) (S); C. W. Johnson; Vic Boree (e)
Education—Mary Ritchie (m); Ann Gibson (e)
Farm—Tom Ellis (e) (S)
Fashion—Elaine Phillips (e)
Food—C. W. Johnson (e)
Motion Picture-Theatrical—Dale Freeman (S)
Picture Editor—C. W. Johnson (e); Walter Brunkhorst (m) (S)
Radio-Television—Dale Freeman (e) (S)
Real Estate—W. K. Sayder
Society—Elaine Phillips (e) (S)

TRENTON(Mo.), REPUBLICAN TIMES (e)
No Editions: Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas; New Years.

WARRENSBURG (Mo.), STAR-JOURNAL (e)
Advs. Not Accepted: Whiskey; Classified Display.
Special Editions: Back To School (Aug.); College Opening (Sept.); County Fair (Sept.); College Homecoming (Oct.); Christmas Edition (Dec.); Christmas Shoppers issue (Dec.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. C. Tucker
Aviation—Don Rhodes
Book—W. C. Tucker
Business-Financial—W. C. Tucker; Leland Markward
Church—W. C. Tucker
Editorial Writers—W. C. Tucker; Leland Markward
Education—Leland Markward
Farm—W. C. Tucker
Fashion—Caroline Anderson
Food—W. C. Tucker
Garden—William Kirby
Librarian—Gladys Johnson
Music—Caroline Anderson
Photo. Dept. Mgr.—W. C. Tucker
Picture Editor—Leland Markward
Real Estate—Ed Rogers, Jr.
Travel—W. C. Tucker
Society—Caroline Anderson

WEBB CITY (Mo.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and homemaker columns three times weekly; no fixed dates.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Potter
Aviation—Maurice Clark
Business-Financial—John W. Potter
Church—Hal M. Wise, Jr.
Editorial Writer—Hal M. Wise, Jr.
Education—Hal M. Wise, Jr.
Fashion—Dorothy L. Wise
Food—Dorothy L. Wise
Garden—Dorothy L. Wise
Librarian—Hal M. Wise, Jr.
Picture Editor—Hal M. Wise, Jr.
Real Estate—John W. Potter
Travel—Hal M. Wise, Jr.
Society—Dorothy L. Wise

WEST PLAINS (Mo.), QUILL (e)
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas Shopping Guide (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank L. Martin
Aviation—Frank L. Martin
Book—Mary Gum
Business-Financial—Frank L. Martin
Cartoonist—Frank L. Martin
Church—Lois Brady
Columnist—Frank L. Martin
Editorial Writer—Frank L. Martin
Education—Mary Gum
Farm—Frank L. Martin
Fashion—Lois Brady
Food—Mary Gum
Garden—Mary Gum
Librarian—Mary Gum
Motion Picture-Theatrical—Frank L. Martin
Music—Lois Brady
Photo. Dept. Mgr.—Frank L. Martin
Picture Editor—Frank L. Martin
Radio-Television—Frank L. Martin
Real Estate—Lois Brady
Travel—Mary Gum
Society—Mary Gum; Lois Brady

MONTANA

BILLINGS (Mont.), GAZETTE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Thurs. 1,000 li. min.
Advs. Not Accepted: Vending machine where cash deposit is required.
Special Editions: Auto Show (Jan.); Montana Farm Inst. (Feb.); Home Fashions Time (Sept.).
No Editions: (e only) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

BOZEMAN (Mont.), CHRONICLE (e ex. Sat.) (S)
Special Editions: Fall Fashion (Sept.); Community Days (Jan.); Spring Fashion (Mar.); Community Days (July); Christmas (Nov.); Mid-Winter Fair (Mar.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Secor
Aviation—W. A. Secor
Book—Nola Theobald
Business-Financial—W. A. Secor
Columnist—G. N. Ifft
Church—Nola Theobald
Editorial Writers—W. A. Secor; G. N. Ifft
Education—Phil Neiswanger
Farm—W. A. Secor
Fashion—Nola Theobald
Food—Nola Theobald
Garden—W. A. Secor
Music—Nola Theobald
Photo. Dept. Mgr.—John Saxman
Picture Editor—Phil Neiswanger
Radio-Television—Phil Neiswanger
Real Estate—W. A. Secor
Travel—W. A. Secor
Society—Nola Theobald

BUTTE-ANACONDA (Mont.), STANDARD (m); POST (e); STANDARD (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily except Sun.
Advs. Not Accepted: Fortune Telling.
Special Editions: Home (May, Sept.); Fashion (Mar., Aug.); Rodeo (July).
Food and/or Household Dept.: Thursday; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Wigal
Book—Law Risken (e)
Editorial Writers—Glenn Moon; George McVey
Fashion—Tom Wigal
Food—Scotty Campbell
Society—Mabel French (m); Mrs. Madge Kilroy (e)

GLENDIVE (Mont.), RANGER (e)
Annual Special Editions: Graduation (Apr.); Hair (Aug.); Oil Day (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Downing
Aviation—Bob Downing
Book—Bob Downing
Business-Financial—Glen Son
Cartoonist—Glen Son
Church—Charlotte Remillard
Columnist—Glen Son
Editorial Writers—Ken Byerly; Max Lewis; Bob Downing
Education—Bob Downing
Farm—Glen Son
Fashion—Charlotte Remillard
Food—Charlotte Remillard
Garden—Glen Son
Librarian—Bob Downing
Motion Picture-Theatrical—Ken Swanson
Music—Ken Swanson
Photo. Dept. Mgr.—Bob Downing
Picture Editor—Bob Downing
Radio-Television—Bob Downing
Real Estate—Ken Swanson
Travel—Glen Son
Society—Charlotte Remillard

GREAT FALLS (Mont.), TRIBUNE (m); LEADER (e); TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Split Run Advertising: Every-other Paper by editions.
Special Editions: Spring Edition-Apparel & Home Furnishings (Mar.); Baseball Edition (Apr.); Back To School Edition (Aug.).
No Editions: Christmas (e)
Print Own Magazine: Yes
Food and/or Household Dept.: Food page Thurs.

HAMILTON (Mont.), RAVALLI REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nettie Widner
Editorial Writer—Dan Halligan
Education—Dan Halligan
Farm—Dan Halligan
Photo. Dept. Mgr.—Dan Halligan

HAVRE (Mont.), NEWS (e ex. Sat)
Special Editions: May Music Festival (May); Harvest Festival (Oct.); Christmas (Dec.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herbert C. Watts, Jr.

HELENA (Mont.), THE INDEPENDENT RECORD (e) (S)
Group Membership: Montana Color Group for Sunday comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Gaskill
Aviation—John Willard
Book—Allen Cowperthwaite
Church—James Dion
Columnist—John Willard
Editorial Writer—E. A. Dye
Education—Allen Cowperthwaite
Motion Picture-Theatrical—Al Gaskill; Allen Cowperthwaite
Photo. Dept. Mgr.—Dorothy Helton
Picture Editor—Al Gaskill
Travel—John Willard
Society—Gladys LeFors

KALISPELL (Mont.), INTER LAKE (e) (S)
Special Editions: Progress Edition (Feb.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Paulos
Aviation—Bob Paulos
Book—M. D. Glover
Business-Financial—M. D. Glover
Church—Marian Abbott
Editorial Writer—M. D. Glover
Education—Richard Floyd
Farm—Pat Owens
Fashion—Marian Abbott
Food—Marian Abbott
Garden—Pat Owens
Motion Picture-Theatrical—Richard Floyd
Photo. Dept. Mgr.—James Davis
Picture Editor—James Davis
Radio-Television—Richard Floyd
Travel—Marian Abbott
Society—Marian Abbott

LEWISTOWN (Mont.), NEWS (e ex. Sat) (S)
Special Editions: Christmas (Dec.); Fair Industrial (July).
No Editions: Christmas.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LEWISTOWN (MONT) NEWS—Cont'd
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Erickson
Aviation—David Byerly
Book—L. H. Byerly
Business-Financial—Lloyd Raw
Church—Saul Freilich
Columnist—K. R. Byerly
Editorial Writer—K. R. Byerly
Education—K. R. Byerly
Farm—Frank Thomas
Fashion—LaNelle Taylor
Food—Nona Anderson
Garden—Lou Byerly
Librarian—LaNelle Taylor
Motion Picture-Theatrical—Mary Lou Erickson
Music—David Byerly
Photo. Dept. Mgr.—Barbara Lenmark
Picture Editor—Betty Puckett
Radio-Television—Lloyd C. Raw
Real Estate—Lloyd C. Raw
Travel—F. Hanes Byerly
Society—LaNelle Taylor

LIVINGSTON (Mont.), ENTERPRISE (e)
No Editions: All legal holidays.

MILES CITY (Mont.), STAR (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. When paper is less than 12 pages.
Advs. Not Accepted: Vending machine.
Special Editions: Back-to-school (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KATL.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert J. Scanlan
Columnist—Robert J. Scanlan
Editorial Writer—Robert J. Scanlan
Farm—Lee Hannify
Fashion—Jean Freeze
Photo. Dept. Mgr.—Robert J. Scanlan
Society—Jean Freeze

MISSOULA (Mont.) MISSOULIAN (m); SENTINEL (e); MISSOULIAN (S)
Run-of-Paper Color Advs.: Up to 4 colors; Daily & Sun.
Special Editions: Auto Show; Spring styles (Mar.); Fall styles (Sept.).
No Evening Editions: Labor Day; New Years; Memorial Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Guy Mooney

NEBRASKA

ALLIANCE (Neb.), TIMES-HERALD (e)
Special Editions: Rodeo Edition (June); Back-To-School (Aug.); Spring Fashions (Mar.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Manley
Business-Financial—Gene Kemper
Church—Helen Kemper
Columnists—Gene Kemper; Dick King
Editorial Writer—Gene Kemper
Education—Dick Manley
Farm—Kick King
Fashion—Helen Kemper
Food—Helen Kemper
Picture Editor—Dick Manley
Society—Helen Kemper

BEATRICE (Neb.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Building (May); Fair (Sept.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. M. Marvin; Al Riddington
Editorial Writer—E. M. Marvin
Farm—Al Riddington
Fashion—Beverly Ellison
Society—Hazel Sabin

COLUMBUS (Neb.), TELEGRAM (e)
Advs. Not Accepted: Class. display; Help wanted & Bus. Opportunity asking for advance cash payments.
Special Editions: Back-to-School (Aug.); Fashion (Apr. & Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. F. Kennedy
Editorial Writer—Z. H. Loomis
Farm—R. F. Kennedy
Food—R. F. Kennedy
Picture Editor—Paul Ernst

FAIRBURY (Neb.), NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. W. Luthin
Church—Levi Bloyd
Editorial Writer—L. M. Turnbull
Farm—Levi Bloyd

FALLS CITY (Neb.), JOURNAL (e)
No Editions: Legal holidays.
Food and/or Household Dept.: Occasionally.

FREMONT (Neb.), GUIDE & TRIBUNE (e)
Special Editions: Farm Edition (Mar.); Your Home Today (Apr.); Spring Fashion (Apr.); Appliance Edition (July); 4-H Fair Edition (Aug.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Pages—Thurs.
Radio Station Affiliation: KFGT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Weber
Book—Russell Weber
Business-Financial—Russell Weber
Church—Mary Reynolds
Editorial Writers—Lester A. Walker; Russell Weber
Farm—Ray Vines
Fashion—Mary Reynolds
Food—Mary Reynolds
Garden—Richard Johnston
Photo. Dept. Mgr.—Russell Weber
Real Estate—Richard Johnston
Society—Mary Reynolds

GRAND ISLAND (Neb.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily Except not promised on Tues. & Thurs.
Special Editions: Farm Edition (Feb.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arch W. Jarrell
Aviation—Arch W. Jarrell
Book—Arch W. Jarrell
Business-Financial—Arch W. Jarrell
Church—Mabel G. Nay
Columnists—Arch W. Jarrell; Jack Bailey; Harold Hartley
Editorial Writer—Arch W. Jarrell
Education—Arch W. Jarrell
Farm—Myron Gustafson
Fashion—Mabel G. Nay
Food—Mabel G. Nay
Garden—Arch W. Jarrell
Librarian—Arch W. Jarrell
Motion Picture-Theatrical—Arch W. Jarrell
Music—Arch W. Jarrell
Photo. Dept. Mgr.—Jack Bailey
Picture Editor—John Conant
Radio-Television—Dorothie Erwin
Real Estate—Arch W. Jarrell
Travel—Arch W. Jarrell
Society—Mabel G. Nay

HASTINGS (Neb.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Thursday. 2 colors other days.
Special Editions: Christmas Eve (Dec.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.); Back to School (Aug.); Annual Review Edition (Jan. or Feb.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Household and food page(s) Thursday.
Radio Station Affiliation: KHAS.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—William Madden; Helen Hemphill; Don Long
Editorial Writers—Fred A. Seaton; Burt James; Helen Hemphill
Farm—Don Long
Fashion—Helen Hemphill
Food—Helen Hemphill
Garden—Don Long
Librarian—Harlan Biedeck
Picture Editor—Burt James
Society—Helen Hemphill

HOLDREGE (Neb.), CITIZEN (e)
Special Editions: Dollar Day (May-Sept.); Clearance (July); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clarke Bradley
Columnists—Harold L. Spence; Jim Donnelly
Farm—Jim Donnelly
Fashion—Barbara Riley
Music—Clarke Bradley
Picture Editor—Harold L. Spence
Society—Barbara Riley

KEARNEY (Neb.), HUB (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Chittenden
Church—Calla Peterson
Editorial Writer—E. E. Chittenden
Farm—E. E. Chittenden
Fashion—Calla Peterson
Food—Calla Peterson
Photo. Dept. Mgr.—Robert S. Ayres
Picture Editor—Robert S. Ayres
Society—Calla Peterson

LINCOLN (Neb.), STAR (m); JOURNAL (e); JOURNAL-STAR (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; beer (e) (S).
Special Editions: State Fair (S) (Aug); Annual (S) (Jan.).
Food and/or Household Dept: Yes.
Radio Station Affiliation: KFAB.

McCOOK (Neb.), GAZETTE (e)
Special Editions: January 1st; Vacation (June).
No Editions: Christmas; Thanksgiving; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Barnwell
Book—Denis Converse
Cartoonist—Jim Lynch
Church—Denis Coverse
Editorial Writer—Harry D. Strunk
Farm—Al Polsinzk
Fashion—Denis Converse

McCOOK (Neb.), REPORTER (S)
Run-of-Paper Color Advs.: 3 colors.
Special Editions: Auto Show (Jan.); County Fair (July); Harvest Edition (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Jeraldine Dorwart

NEBRASKA CITY (Neb.), NEWS-PRESS (e ex. Sat) (S)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column, features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. H. Sweet
Editorial Writer—J. H. Sweet
Fashion—Jane Morris
Food—Jane Morris
Photo. Dept. Mgr.—Arthur Sweet
Picture Editor—Arthur Sweet
Society—Jane Morris

NORFOLK (Neb.), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. 3 day leeway.
Special Editions: Spring Fashion (March); Teachers Convention (Oct).
No Editions: Christmas; New Years; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept.: Food column Tuesday and Thursday.
Radio Station Affiliation: WJAG
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Sterling McCaw
Church—Nelson Barth
Columnists—Alice Leffler; Blanche Pease
Editorial Writer—Sterling McCaw
Farm—Alice Leffler
Fashion—Eleanor Maddocks
Food—Blanche Pease
Motion Picture-Theatrical—Nelson Barth
Photo. Dept. Mgr.—Dave Powell
Picture Editor—Horace Gomon
Radio-Television—Nelson Barth
Society—Eleanor Maddocks

NORTH PLATTE (Neb.), TELEGRAPH-BULLETIN (e)
Run-of-Paper Color Advs.: 1 color. Daily except Wed. & Thurs.
Special Editions: Back To School (Aug); Spring Fashion (Mar); Fall Fashion (Sept).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Harry Contos

OMAHA (Neb.), WORLD-HERALD (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. All editions except Monday morning.
Split-Run Advertising: Available Suject to publisher's approval.
Advs. Not Accepted: Medical copy subject to publisher's approval.
Special Editions: Financial (Jan.); Insurance (Sept.); Save the Soil (Sept.); Resort and Travel (S) (June); National Home Week (S) (Sept.).
Print Own Magazine: Yes.
Group Membership: Nancy Sasser; Metropolitan Sunday Comics Group.
Food and/or Household Dept.: Daily food column, frequent food features. Separate food section Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Sadler
Aviation—Paul Williams
Book—Victor Paul Hass
Business-Financial—Ernest Borgmeyer
Cartoonist—Henry C. Barrow
Church—Denman Kountze, Jr.
Columnists—Guy S. Williams; John Koffend
Editorial Writers—Edward Morrow; Keith Wilson; Reid Zimmerman
Farm—Max Coffey
Fashion—Evelyn Simpson
Food—Maude Coons
Garden—David Sadler; Lillian Leddy
Librarian—Helen Nolan
Motion Picture-Theatrical—John Koffend
Music—Martin W. Bush
Photo. Dept. Mgr.—Lawrence Robinson
Picture Editor—Walter Rowley, Wayne Johnson
Radio-Television—Irene Provost
Real Estate—David Sadler
Travel—Robert Houston
Society—Evelyn Simpson

SCOTTSBLUFF (Neb.), STAR-HERALD (m ex. Mon)
Special Editions: Christmas Ed. (Dec.); Back to School Ed. (Aug.); Style Ed. (Mar-Apr.); Style Ed. (Sept.).
No Editions: Day after: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edward F. Bradley; Floyd C. Wisner
Society—Mrs. Nellie Justis

YORK (Neb.); NEWS-TIMES (e)
Advs. Not Accepted: Liquor
Special Editions: Irrigation Edition (Mar.); Harvest Edition (July); Back to School (Aug.); Christmas Edition (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas D. Bourke
Cartoonist—Mrs. A. C. Huber
Church—A. C. Huber
Columnist—A. C. Huber
Editorial Writers—Mr. and Mrs. A. C. Huber
Farm—A. C. Huber
Garden—Mrs. Fern Rose
Picture Editor—Charles E. Bradwell

NEVADA

CARSON CITY (Nev.), APPEAL (e ex. Sat)
Special Editions: Lake Tahoe Opening (May); Admission Day (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Neal Van Sooy
Business-Financial—Neal Van Sooy
Editorial Writer—Neal Van Sooy
Education—Neal Van Sooy
Fashion—Geraldine Van Sooy
Food—Geraldine Van Sooy
Society—Geraldine Van Sooy

ELKO (Nev.), FREE PRESS (e ex. Sat)
Special Editions: Rodeo (June); Fair (Aug.); Christmas (Dec.); Bargain Days (June Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Chris H. Sheerin
Church—Leslie Wilde
Columnist—Gene Evans
Editorial Writer—Chris H. Sheerin
Photo. Dept. Mgr.—Earl Frantzen
Society—Leslie Wilde

ELY (Nev.), TIMES (e)
No Editions: Jan. 1; May 30; July 4; Oct. 30; Thanksgiving; Christmas.

(Continued on page 210)

"LARGER THAN MOST NEVADA DAILIES"
Lucius Beebe's CELEBRATED
TERRITORIAL ENTERPRISE

and Virginia City News
VIRGINIA CITY, NEVADA
Now Has The
LARGEST WEEKLY (Paid) CIRCULATION
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17 States! A.B.C. Audited!

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2nd Quarter '54 4,012
3rd Quarter '54 6,280
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Antoine's Restaurant
(New Orleans)
The Harvey Hotels
Dave Chasen's (L. A.)
And Many Many Others!

A Frontier Newspaper With
A GEE WHIZ Vitality

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEVADA—Cont'd

(Continued from page 209)

ELY (NEV) TIMES—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Peter Mygatt
Photo. Dept. Mgr.—Jay E. Steed
Society—Olive S. Norton

LAS VEGAS (Nev.), REVIEW-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Wed. & Sat.
Split Run Advertising; Geographically (e only).
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Wed.
Television Station Affiliation: KLRJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Daly
Book—Robert Carey
Church—Arlene Dutch
Columnists—A. E. Cahlan; John Romero; George King (Golf); Chet Sobsey (Political); Joe McClain (Outdoor)
Editorial Writers—A. E. Cahlan; John Cahlan; Archie Teague (Feature Ed.)
Fashion—Maisie Gibson
Food—Muriel Mooney
Garden—Monte Morrow
Librarian—Arlene Dutch
Motion Picture-Theatrical—Les Devor
Music—Les Devor
Photo. Dept. Mgr.—Dennis Schieck
Picture Editor—Dennis Schieck
Radio-Television—Archie Teague
Travel—John Daly
Society—Maisie Gibson

LAS VEGAS (Nev.), SUN (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Fall Fashions (Sept.); Spring Fashions (Mar.); Dollar Days (Feb. and Aug.).
Food and/or Household Dept.: Thursday and Sunday.
Television Station Affiliation: KLAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Oncken
Aviation—Ed Oncken
Book—Bill Willard
Church—Alice Katem
Columnists—H. M. Greenspun; Ralph Pearl; Delyle Madison; Fred Delkins
Editorial Writers—Ed Reid; Ed Oncken; Ray Germain
Fashion—Alice Katem
Food—Alice Katem
Garden—Ruthe Deskin
Motion Picture-Theatrical—Ray Mills
Photo. Dept. Mgr.—Bud Holmes
Real Estate—Ruthe Deskin
Society—Alice Katem

RENO (Nev.), NEVADA STATE JOURNAL (m ex. Mon.) (S); GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. All days.
Special Editions: Here Comes the Bride (May); Christmas Opening (Nov.); Dollar Days (Feb. & Sept.).
No Editions; Christmas; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Margaret Trego (m) (S)
Book—Joseph F. McDonald (m) (S); John Sanford (e)
Cartoonists—Eric Hoffman (m) (S)
Church—Frank Sullivan (m) (S); Joseph R. Jackson (e)
Columnists—Rev. Brewster Adams
Editorial Writers—Joseph F. McDonald (m) (S); John Sanford (e)
Garden—Robert Trego (m) (S)
Photo. Dept. Mgr.—Joseph R. Jackson (m) (S)
Picture Editor—Frank Johnson
Society—Alice Melarkey (m) (S); Katherine Mergen (e)

WINNEMUCCA (Nev.), HUMBOLDT STAR (e ex. Sat)
Special Editions: Nevada Rodeo (Sept.); Labor Day weekend (Sept.).
No Editions: New Years; Feb. 22; Memorial Day; July 4th; Labor Day; Nevada Admission Day; (Oct. 31); Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional special columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Peter Jenkins.

NEW HAMPSHIRE

CONCORD (N. H.), MONITOR & NEW HAMPSHIRE PATRIOT (e)
Special Editions: Automobile (Feb.).
No Editions: New Years; Feb. 22; May 30; July 4th; Fast Day; Last Mon. in April; 1st Mon. in Sept.; Oct. 12; Nov. 11; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur F. Babineau
Columnists—Leon W. Anderson; Nyleen Morrison
Editorial Writers—James M. Langley
Fashion—Nyleen Morrison
Food—Nyleen Morrison
Picture Editor—William P. Newell
Radio-Television—Richard Keeler
Society—Nyleen Morrison

KEENE (N. H.), SENTINEL (e)
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Ralph W. Newell; Cornelius Lyle, III

LACONIA (N. H.), CITIZEN (e)
No Editions: Jan. 1; Feb. 22; Fast Day; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Alma Gallagher
Book—John Ballentine
Editorial Writers—John Ballentine
Farm—Larry Smith
Photo. Dept. Mgr.—Alma Gallagher
Radio-Television—Nancy Pashley
Real Estate—Raymond Smith
Society—Ebba Janson

LEBANON, HANOVER, WHITE RIVER JUNCTION (N. H.), VALLEY NEWS (e)
Special Editions: Do-It-Yourself (Jan.); Auto Show (March); June Bride (June); Back to School (Aug.); Cooking School (Feb.).
No Editions: Jan. 1; Washington's Birthday; Independence Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marshal Carroll Jr.
Aviation—Martha Farley
Book—Allan C. Butler
Business-Financial—Andrew R. Butler
Cartoonists—Tad Bailey
Church—Gail Macomber
Columnists—Marvin Midgette
Editorial Writer—James Farley
Education—Weston Cate, Jr.
Farm—James Farley
Fashion—Gail Macomber
Food—Gail Macomber
Librarian—Augustine Butler
Motion Picture-Theatrical—Micheal de Sherbinin
Music—Micheal de Sherbinin
Photo. Dept. Mgr.—Collamer Abbott
Picture Editor—Collamer Abbott
Radio-Television—Dorothy Daniels
Real Estate—Margaret Follett
Travel—Gail Macomber
Society—Gail Macomber

MANCHESTER (N. H.), MANCHESTER UNION LEADER (m) (e); N. H. SUNDAY NEWS (S)
Annual Special Editions: State of N. H. Edition (July); Automobile Edition (Feb.); Better Homes (Mar.); Building Section (May); Metropolitan (Feb.); Fairs (Aug.); Nat'l. Homes Week (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Reg Abbott (m) (e); T. A. Dearborn (m) (e); W. H. Mandry, Ph.D (S); B. J. McQuaid (S)
Editorial Writers—T. A. Dearborn (m) (e); Dr. Horace B. Williams (m) (e); B. J. McQuaid (S)
Farm—Fred E. Beane (m) (e) (S)
Fashion—Lucille Bangs (S)
Librarian—Louise Walker
Photo. Dept. Mgr.—Ed. DeFlumere
Radio-Television—Paul Tracy (m) (e); Walt Emerson (S)
Society—Meg Geraghty (m) (e); Lucille Bangs (S)

NASHUA (N.H.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 2 colors. Wed. & Thurs.
Special Editions: Spring fashion (Month prior to Easter).
No Editions: All legal holidays.

PORTSMOUTH (N. H.), HERALD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Any day.
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; Independence Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving Day; Christmas Day.

NEW JERSEY

ASBURY PARK (N. J.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Any day.
Special Editions: Invitation Edition (June); Back to School (Aug.); Modern Home (Mar. and Oct.)
No Editions: New Years; July 4th; Decoration Day; Labor Day; Thanksgiving Day; Christmas.
Radio Station Affiliation: WJLK AM-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Managing Editor.

ATLANTIC CITY (N.J.), ATLANTIC CITY PRESS (m) (S)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions—Invitation (May); Race Track (Aug.); Christmas Feature Serv. (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard T. Ashman
Church—Irene Brown
Columnist—Warren Ritson
Editorial Writers—Stanley Fink; James J. Farrell
Education—Irene Brown
Farm—William McMahon
Fashion—Betty Gore
Food—Irene Brown
Librarian—Elsie M. Heinrich
Motion Picture-Theatrical—Louis T. Devlin
Music—William McMahon
Picture Editor—Joseph Walker
Radio-Television—Samuel Winett
Real Estate—Ralph Girard
Society—Betty Gore

BAYONNE (N. J.), TIMES (e ex. Sat.)
Run-of-Paper Color Advs.: Up to 2 colors. Any week day.
Special Editions: Baby Edition (April); Christmas Edition (Nov.); Builders Edition (Feb.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. Caldwell
Aviation—Robert N. Caldwell
Book—Robert N. Caldwell
Business-Financial—Robert N. Caldwell
Church—Joseph Vancavage
Columnists—Morris L. Rosenberg
Editorial Writers—Robert N. Caldwell; Mary Malone
Education—Robert N. Caldwell
Farm—Robert N. Caldwell
Fashion—Mary Malone
Food—Mary Malone
Garden—Mary Malone
Librarian—Mrs. Irene Pave
Motion Picture-Theatrical—Joseph Vancavage
Music—Vere Richards
Photo. Dept. Mgr.—Henry Manger
Picture Editor—Henry Manger
Real Estate—Robert N. Caldwell
Travel—Robert N. Caldwell
Society—Mary Malone

BRIDGETON (N. J.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Farm & Garden (March); Fall Fashion (Sept.); County Fair (Sept.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column; Household pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois Ann Taylor
Columnists—Ralph A. Brandt; Henry Quinton
Editorial Writers—Ralph A. Brandt; Wylie E. Middleton
Farm—Willard S. Shook
Fashion—Lois Ann Taylor
Food—Hannah Burton
Garden—Willard S. Shook
Librarian—Hannah Burton
Motion Picture-Theatrical—Lois Ann Taylor
Photo. Dept. Mgr.—Richard E. Beecroft
Radio-Television—Phyllis I. Clark
Travel—John T. Schofield
Society—Lois Ann Taylor

BURLINGTON (N. J.), TIMES (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: School Editions (Sept.).
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Church—John Kochalka
Columnist—George G. Gray
Editorial Writer—George G. Gray
Fashion—Joan Nevins
Food—Joan Nevins
Garden—Walter W. Pitzonka, Jr.
Photo. Dept. Mgr.—Thomas Keane
Picture Editor—J. R. Mather
Radio-Television—J. R. Mather
Real Estate—Robert Reinhardt
Society—Joan Nevins

CAMDEN (N. J.), COURIER-POST (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily ex. Thurs.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Garden (Spring, Fall); School (Aug.); Travel (June, Dec.); Electrical (household) (June); Business Review (Jan.); Home Laundry (Oct.); Trucking (Nov.); Home Fashion Time (Oct.); Heating (Aug.); Clean Up Paint Up (Mar.); National Homes Week (Sept.).
No Editions: Christmas; July 4th.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Burk
Church—Oscar Magnuson
Columnists—John D. Courter; Mary Leaming; John Burk; Virginia W. Wilton; Jake Weiner; Morris C. Rothblum
Editorial Writers—Samuel Laird
Fashion—Ruth Olis
Food—Adolph J. Stern; Mary Leaning
Librarian—Nancy Clark
Motion Picture-Theatrical—Adolph Stern
Music—John P. Ramsay
Photo. Dept. Mgr.—Howard Shivers
Picture Editor—Howard F. Shivers
Travel—Virginia W. Wilton
Society—Joyce P. Delp

ELIZABETH (N.J.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Mon. Tues. & Friday. 1 Color Wed & Thurs.
Special Editions: School (Aug); National Home Week (Sept)
No Editions: New Year; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irving Horowitz
Cartoonist—Robert Isley
Church—Robert M. Compton
Columnists—Melville D. Shapiro; L. J. Keefe
Editorial Writers—John J. Hall; L. J. Keefe; Robert C. Crane
Education—Marguerite McCollum
Librarian—Etta M. Davies

HACKENSACK (N. J.), BERGEN EVENING RECORD (e)
Advs. Not Accepted: reader-type
Special Editions: Financial, Business and Industrial (Jan.); Cooking and Homemaking School (Jan.); Boy Scouts (Feb.); Girl Scouts (Mar.); Spring Fashions (Mar.); Spring Homes and Gardens (Apr.); Spring Home Builders (Apr.); National Baby Week (Apr.); National Music Week (May); Mens' Fashions (May); Savings & Loan Associations (May); Public Health Week (May); Cap and Gown (June); Outdoor Living (June); Mid-Year Business Review (July); Picnic Section (July); County American Legion (July); Soap Box Derby (July); Back to School (Aug.); Insurance (Sept.); County Home Show (Sept.); Fall Fashions (Sept.); National Dog Week (Sept.); Home Furnishings (Sept.); National Home Week (Sept.); Fire Prevention (Oct.); Gay Nineties (local Elks' Charities and City C of C project) (Oct.); Industrial Exposition (Nov.); Christmas Catalog (Nov.); Baking Contest (Nov.); N. J. Realtors (Dec.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
Print Own Magazine: Yes
Food and/or Household Dept.: Food daily; household Sat
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Wallace
Aviation—Kenneth Wallace
Business-Financial—Ronald Page
Church—Wilma Supik
Columnists—William Caldwell; Al Del Greco; William Backus; Flora Borg
Editorial Writers—William Caldwell; Rossman Wynkoop; Carl Jellinghaus; James Sutphen; William Backus
Education—Wilma Supik
Fashion—Jean Kelly
Food—Jean Kelly
Garden—Marion Pinsdorf
Librarian—Nancy Gray
Motion Picture-Theatrical—Kenneth Wallace
Music—Marion Pinsdorf
Photo. Dept. Mgr.—Steven Ditzian
Picture Editor—Steven Ditzian
Radio-Television—Kenneth Wallace
Real Estate—Arthur Uscher
Travel—Ronald Page
Society—Jean Kelly

JERSEY CITY (N.J.), JERSEY JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Industrial (Sept.); Nat'l. Home Week (Sept.); Real Estate (Oct.); Real Estate (Apr.).
No Editions: New Year's; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section; Thurs. daily articles on household items.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Farrell
Business-Financial—Eugene Farrell
Church—E. G. Farrell
Editorial Writers—Eugene Farrell; Charles Lazarus
Fashion—Lois J. Fegan
Food—Lois J. Fegan
Garden—Lois J. Fegan
Picture Editor—E. G. Farrell
Society—Lois J. Fegan
Send other editorial correspondence to E. G. Farrell

LAKEWOOD (N. J.), TIMES (e)
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household twice weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Raymond Grafe
Editorial Writers—Donald Oberholzer
Food—Katherin Ladd
Society—Patricia Oberholzer

LONG BRANCH (N. J.), RECORD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thursday & Friday.
Special Editions: Back to School (Aug.); Spring Clean up (April); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—M. DeWitt
Business-Financial—S. Foderaro
Church—S. Foderaro
Editorial Writers—R. Barry Kamm; S. Foderaro; L. H. Farb.
Education—M. DeWitt
Fashion—Eleanor Rich
Food—E. Rich
Photo. Dept. Mgr.—Paul De Nucci
Picture Editor—R. Barry Kamm
Society—Eleanor Rich

MILLVILLE (N. J.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—David T. Gifford; Virgil Johnson
Editorial Writer—Carl H. Johnson
Farm—James F. Lowe
Fashion—Muriel Parker
Garden—David T. Gifford
Picture Editor—David T. Gifford
Society—Muriel Parker

MORRISTOWN (N. J.), RECORD (e)
Annual Special Editions: Business Review (Jan.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Norman B. Tomlinson Jr.
Church—George C. Williams
Columnist—George C. Williams
Education—Tom Koyce
Fashion—Mary McPherson
Motion Picture-Theatrical—Bette Dempster
Travel—Mary McPherson
Society—Bette Dempster

NEWARK (N. J.), NEWS (e) (S)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Food-Mon. & Thurs.; Home-Wed & Sat.; Food & Home (Sun.)
Radio Station Affiliation: WVNJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Albert M. Skea
Book—Max J. Herzberg
Business-Financial—Robert C. Ellis
Cartoonists—William Crawford; William Canfield
Church—Margaret A. Vance
Editorial Writers—Henry Suydam; John W. Maynard; William R. Clark; Edward F. Bataille; Robert R. Lane; Fredus A. White
Farm—Curtis M. Schick
Librarian—Albert R. Hunt
Photo. Dept. Mgr.—Albert C. Beissert
Radio-Television—Roland E. Lindbloom
Real Estate—John W. Kempson
Society—Robert T. Taylor

NEWARK (N. J.), STAR-LEDGER (m) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Mary Lee Thompson
Food—Mary Lee Thompson
Motion Picture-Theatrical—Anne Smith

NEW BRUNSWICK (N. J.), HOME NEWS (e); TIMES (S)
Split Run Advertising: Geographically.
Special Editions: Financial Review (Jan.); Spring Shoe Edition (Mar.); Men's Spring Style Edition (Mar.); Spring Auto Show Edition (Apr.); National Baby Week Edition (Apr.); Spring Cooking School Editions (May); Clean Up-Paint Up Edition (May); Father's Day Edition (June); Middlesex County Fair Edition (Aug.); Back-to-School Edition (Aug.); Labor Day Edition (Sept.); Better Homes Edition (Sept.); Furniture Edition (Sept.); Fire Prevention (Oct.); Men's Fall Fashion Report (Oct.); Men's Hats Section (Oct.); Discover Columbus Day (Oct.); "Do It Yourself" Edition (Nov.); Christmas Gift (Tabloid) (Dec.).

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW BRUNSWICK (NJ) HOME NEWS—Cont'd

No Editions: New Years; Memorial Day; 4th July; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John K. Quad
Aviation—John K. Quad
Book—H. Wesley Bogle
Business-Financial—Rodney Luery
Church—Elsie Ringer
Columnists—Hugh N. Boyd; Edward N. Olly
Editorial Writers—Alexander Jones; Thomas McMorrow
Education—Alexander Jones
Farm—H. Wesley Bogle
Fashion—Viola Jennings
Food—Viola Jennings
Garden—H. Wesley Bogle
Motion Picture-Theatrical—James A. Fleming
Music—Viola Jennings
Picture Editor—John K. Quad
Radio-Television—James A. Fleming
Real Estate—Thomas McMorrow
Travel—John K. Quad
Society—Viola Jennings

PASSAIC-CLIFTON (N.J.), HERALD-NEWS (e)
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WPAT Paterson
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. McMahon
Aviation—Arthur Lenehan
Book—Allen W. Smith
Business-Financial—David B. Carlisle
Church—Mrs. Ellen W. Moser
Columnists—Edward J. Reardon; Bolton Schwartz; Newman Wright; Augie Leo; Bob Curley.
Editorial Writers—William M. McBride; Carl Ek; Burton L. Hotaling
Education—Fordyce Baker, Jr.
Fashion—Miss Margaret Ketcham
Food—Mrs. Ellen W. Moser
Garden—William H. Pohle
Librarian—Rodney Adams
Motion Picture-Theatrical—William H. Pohle
Music—Fordyce W. Baker, Jr.
Photo. Dept. Mgr.—Roger Terhune
Picture Editor—Arthur G. McMahon
Radio-Television—William H. Pohle
Real Estate—Osmonde Spaar
Travel—Robert Irwin
Society—Mrs. Ellen W. Moser

PATERSON (N. J.), MORNING CALL (m)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert L. Kushner; Erika Schnurmann
Church—Emma Zabriskie
Columnists—Charles Pezzano; James Salvato; Theodore Freeman; Hugh Baird
Editorial Writers—Noah Krieger; John J. Sweeney; Henry A. Williams
Education—Dorothy Patterson
Food—Helen Wrigley
Motion Picture-Theatrical—Ida Brullo
Music—George Keller
Radio-Television—Ida Brullo
Society—Helen Wrigley

PATERSON (N. J.), NEWS (e)
Special Editions: Paterson Sale Days (Feb.); Paterson Sale Days (Aug.)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Stakesing
Aviation—Robert Stakesing
Book—Abe J. Greene
Business-Financial—Abe J. Greene
Church—Elaine Possien
Editorial Writers—Harry B. Haines; Abe J. Greene.
Librarian—Walker Stelzenmeuller
Photo. Dept. Mgr.—John Crivelli
Picture Editor—Robert Stakesing
Radio-Television—Henry C. Schwartz
Real Estate—Charles Kook
Travel—Robert Stakesing
Society—Elaine Possien

PERTH AMBOY (N. J.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to John J. McDonnell.

PLAINFIELD (N.J.), COURIER-NEWS (e)
Split Run Advertising: Every other paper.
Advs. Not Accepted: Liquor.
Special Editions: Columbus Day; Shoe Section (Oct.); Men's Section (Apr. & Oct.); Home Furnishings (Sept.); Plainfield Sale Day; Carnival of Values; January Sales Day.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul E. Smith
Church—Paul E. Smith
Editorial Writers—Paul E. Smith; Ellwood Johnson
Fashion—Paul Smith
Food—Paul Smith
Garden—Paul Smith
Librarian—Norma E. Barrett
Music—George Cornwell
Radio-Television—Paul Smith

SOMERVILLE (N. J.), SOMERSET STAR (m ex. Sat)
Special Editions: Back to School (Aug.); Spring Fashions (Apr.); Fall Fashions (Sept.); Planning Cooking School (Fall).
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—O. J. Hale
Editorial Writers—O. J. Hale; Leonard R. Blumberg

TRENTON (N. J.), TIMES (e); TIMES-ADVERTISER (S)
Run-of-Paper Color Advs.: 1 color. Mon. and Tues.
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WTOA-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harry A. Weissblatt
Business-Financial—James Y. Lawrence
Editorial Writers—Frederick L. Ferris; Raymond A. Schroth
Farm—Jules Harlicka
Fashion—Thelma Thomas
Food—Thelma Thomas
Garden—Jules Harlicka
Librarian—Ailene Roe
Music—Harry A. Weissblatt
Photo. Dept. Mgr.—Martin D'Arcy
Radio-Television—Herbert Clark
Real Estate—John M. Cleary
Society—Thelma Thomas

TRENTON (N. J.), TRENTONIAN (m)
Special Editions: Industrial Review (Jan. 1); Resorts (June); Spring Shoe (Mar.).
Food and/or Household Dept: Food Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Florence N. Block
Columnist—Fred VanDeventer
Editorial Writers—Edmund Goodrich; J. Willard Hoffman
Food—Elizabeth C. Johnson
Librarian—Dolores Vigh
Radio-Television—Florence N. Block
Society—Elizabeth C. Johnson

UNION CITY (N. J.), HUDSON DISPATCH (m)
Advs. Not Accepted: Mail Order.
Special Editions: National Homes (Sept.); Spring Fashion (March).
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Frank Evers
Columnists—Jack Kalter; Ray Tucker
Editorial Writers—John Mitchell; A. Bruce Cook
Food—Alice Manning
Librarian—Helen McGown
Photo. Dept. Mgr.—Mickey Carroll

VINELAND (N. J.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: Up to 2 colors. Any day.
Special Editions: Poultry and Farm (Mar.); Real Estate (Semi-Annually); Christmas Gift (Nov.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ralph C. Squillace
Church—Mary W. Regan
Columnist—J. Delbert Brandt
Editorial Writer—Ben Leuchter
Farm—Marvin Smith
Fashion—Cecily Sturges
Food—Cecily Sturges
Librarian—Catherine Rinelli
Music—Stanley Slome
Photo. Dept. Mgr.—William Maselli
Picture Editor—Ralph C. Squillace
Radio-Television—Ralph C. Squillace
Real Estate—Thomas P. Flynn
Society—Mary W. Regan

WOODBURY (N. J.), TIMES (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

NEW MEXICO

ALAMOGORDO (N. M.), NEWS (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Aug.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Arlynn Bruer
Editorial Writer—Billie Holder
Society—Virginia Chappell

ALBUQUERQUE (N. M.), ALBUQUERQUE TRIBUNE (e) JOURNAL (m) (S)
No Editions: Christmas (e).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. D. Kailer (m) (S); Doyle Kline (e)
Aviation—J. D. Kailer (m) (S); Doyle Kline (e)
Book—Howard Bryan (e); Arch Napier (S)
Columnists—Ed Minteer; (m) (S); Howard Bryan; Carlos Salazer; Al McPherson (e)
Editorial Writer—Dan Burrows (e)
Education—Howard Bryan (e)
Farm—Wayne Scott (m) (S); Sam Johnson (e)
Fashion—Elaine Jackson (m) (S); Vera Napier (e)
Food—Vera Napier (e)
Garden—Urith Allison (e)
Librarian—James Forrest (m) (S); Senaida DeBaca (e)
Motion Picture-Theatrical—Howard Bryan (e)
Music—Flo Wilks (m) (S); Vera Napier (e)
Photo. Dept. Mgr.—George Baldwin (e)
Picture Editor—George Baldwin (e)
Radio-Television—Howard Bryan (e)
Real Estate—Charles Carter (e)
Travel—Louis Phillips (e)
Society—Vera Napier (e)

ARTESIA (N. M.), PRESS (e) (S)
Special Editions: Oil (Aug.); Rodeo (July); Christmas (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James K. Green
Columnist—Norris Jackson
Editorial Writers—Larry McSwain; Will Harrison.
Farm—Ed Miller
Food—Maurine Mathis
Society—Maurine Mathis

CLOVIS (N.M.), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Available 5 days.
Advs. Not Accepted: Liquor, fortune telling.
Special Editions: Christmas (Dec.); Cooking School (June); Progress (July).
No Editions: Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Fischer
Book—C. H. Fischer
Business-Financial—C. H. Fischer
Church—Norma Jean Berry
Columnist—R. C. Hoiles
Editorial Writers—C. H. Fischer; Bern Gantner; R. C. Hoiles
Farm—Bern Gantner
Fashion—Norma Jean Berry
Food—Norma Jean Berry
Garden—Norma Jean Berry
Motion Picture-Theatrical—Norma Jean Berry
Music—June McIsaac
Photo. Dept. Mgr.—Joe Fahnert
Picture Editor—C. H. Fischer
Society—Norma Jean Berry

FARMINGTON (N. M.), TIMES (e) (S)
Special Editions: Oil (March); Christmas (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Will Harrison; Larry McSwain

GALLUP (N. M.), INDEPENDENT (e) (S)
Special Editions: Indian Ceremonials (Aug.); Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Larry McSwain; Will Harrison
Picture Editor—Larry McSwain
Society—Helen Stokes

HOBBS (N. M.), NEWS-SUN (e) (S)
Special Editions: Oil Edition (Oct.).
No Editions: Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Robert McGrath
Photo. Dept. Mgr.—James Rawls
Society—Kathryn Morris

LAS CRUCES (N. M.), SUN-NEWS (e) (S)
Special Editions: Greeting Edition.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Earl Dapp
Editorial Writers—Orville E. Priestley
Society—Carol Case

LAS VEGAS (N. M.), OPTIC (e)
Special Editions: Cowboy's Reunion (Aug.); Auto Review (Feb.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—Larry McSwain; Will Harrison

PORTALES (N. M.), NEWS (e ex. Sat) (S)
Special Editions: Fair (Sept.); Easter; Christmas (Dec.).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. K. Greaves
Business-Financial—M. M. Stinnett
Church—G. K. Greaves
Editorial Writers—G. K. Greaves
Education—G. K. Greaves
Fashion—Joan McManus
Garden—G. K. Greaves
Photo. Dept. Mgr.—G. K. Greaves
Society—Joan McManus

RATON (N. M.), RANGE (e)
Advs. Not Accepted: Vending Machines.
Special Editions: Race Track Opening (May); Kearney Entrada (June); Christmas Shopping (Dec.); Easter Fashion (Spring).
No Editions: New Years; Christmas; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jim Elliott
Editorial Writer—Frank Pfeiffer
Picture Editor—Skip Repola
Society—Skip Repola

ROSWELL (N. M.), RECORD (e ex. Sat.) (S)
Run of Paper Color Advs.: 1 color. Daily & Sun. except Sat.
Special Editions: Back to School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas; Labor Day; July 4th; Memorial Day; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Don C. Wright.
Society—Francis Bear Wolfe

TUCUMCARI (N. M.), NEWS (e)
Special Editions: Christmas (Dec.); Rodeo (Aug.).
No Editions: Labor Day; Christmas; Thanksgiving; July 4th; Memorial Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Larry McSwain; Will Harrison

NEW YORK

ALBANY (N. Y.), KNICKERBOCKER NEWS (e)
Run-of-Paper Color Advs.: 1 color. All days.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Holly Edition (Dec.); Fashions (Spring); Fashions (Oct.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles L. Mooney
Aviation—Duane LaFleche
Book—Gertrude Connelly
Business-Financial—William Rowley
Cartoonist—Jerry Costello
Church—Charles L. Mooney
Editorial Writers—Clifton Bradt; Donald Flesher
Education—William Rowley
Fashion—Katherine Van Epps
Food—Katherine Van Epps
Garden—James D. White
Librarian—Helen Waterbury
Motion Picture-Theatrical—Harold Henderson
Music—Harold Henderson
Photo. Dept. Mgr.—William Wilson
Picture Editor—Howard Van Loan
Real Estate—Robert Mack
Travel—James Nolan
Society—Rhoda Hathaway; Lavinia Reedy

ALBANY (N. Y.), TIMES-UNION (m) (S)
Run-of Paper Color Advs: Up to 1 color.
Split Run Advertising: Every-other Paper and Special Troy area circulation.
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Pauley
Aviation—Paul Vadnais
Book—A. M. O'Neil
Business-Financial—Paul Vadnais
Cartoonist—Hy Rosen
Church—Dr. Carlyle Adams
Columnists—Edgar S. Van Olinda; C. R. Roseberry
Editorial Writer—Dr. Carlyle Adams
Education—Charles Padula
Farm—Paul Vadnais
Fashion—Jean Myers
Food—Eileen Burr
Garden—William Meehan
Librarian—Carolyn Archer
Motion Picture-Theatrical—Edgar S. Van Olinda
Music—Edgar S. Van Olinda
Photo. Dept. Mgr.—Robert Wilder
Picture Editor—William Lowenberg
Radio-Television—Charles E. Davis
Real Estate—Paul Vadnais
Travel—Roy Travis
Society—Jeanne Arnold

AMSTERDAM (N. Y.), RECORDER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thursday food pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—John Rieger
Editorial Writer—Robert Stanley
Society—Mildred Wilkins

AUBURN (N. Y.), CITIZEN-ADVERTISER (e)
Advs. Not Accepted: Medical direct mail.
No Editions: Six holidays.
Radio Station Affiliation: WMBO-AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Charles J. Wellner

BATAVIA (N. Y.), NEWS (e)
Special Editions: Farm Equipment (Sept.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Connor
Aviation—John H. Connor
Book—John H. Connor
Business-Financial—John H. Connor
Church—Francis Fiske
Columnist—J. E. Brown
Editorial Writers—John H. Connor; J. E. Brown; Daniel Winegar.
Education—John H. Connor
Farm—Leo F. Decker
Fashion—Francis Fiske
Food—John H. Connor
Garden—Leo F. Decker
Librarian—Alice Turner
Motion Picture-Theatrical—J. E. Brown
Music—Francis Fiske
Picture Editor—John H. Connor
Radio-Television—Mary J. Lyon
Real Estate—John H. Connor
Travel—John H. Connor
Society—Francis Fiske

BATH (N. Y.) STEUBEN ADVOCATE (e)
Run-of-Paper Color Advs: Up to 2 colors. Mon. Tues. Fri.
No Editions: New Year's; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Landon
Aviation—Wally Page
Book—M. M. Landon
Business-Financial—M. M. Landon
Church—Eleanor Whitmore
Editorial Writers—M. M. Landon
Education—M. M. Landon
Farm—William Somers
Fashion—Eleanor Whitmore
Food—Eleanor Whitmore
Motion Picture-Theatrical—M. M. Landon
Music—Eleanor Whitmore
Photo. Dept. Mgr.—Wally Page
Picture Editor—Wally Page
Radio-Television—Wally Page
Real Estate—M. M. Landon
Travel—M. M. Landon
Society—Eleanor Whitmore

BINGHAMTON (N.Y.), PRESS (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer; wine.
Special Editions; Binghamton Days (May); Dollar Days (Aug. & Feb.).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry C. Niles (e) (S)
Book—Fred W. Stein (e) (S)
Business-Financial—James H. Stevens (e) (S)
Cartoonist—Jack Bryan (e) (S)
Church—Jeanne Doseff (e) (S)
Columnists—William Lawton (e) (S); Thomas R. Cawley (e) (S); John W. Fox (e) (S); Robert L. McManus (S); Frank Dolan (e) (S).
Editorial Writers—Robert J. Dillon (e) (S); Robert L. McManus (S)
Education—Alvin Schwartz (e) (S)
Farm—Kennett Johnson (e) (S)
Fashion—Patricia Hogarbome (e) (S)
Food—Mary Packwood (e) (S)
Garden—Kimball Davis (e) (S)
Librarian—Mary Dolan (e) (S)
Motion Picture-Theatrical—Kimball Davis (e) (S)
Music—Jeanne Doseff (e) (S)
Photo. Dept. Mgr.—Eugene S. Swierkosz (e) (S)
Picture Editor—Henry C. Niles (e) (S)
Radio-Television—Kimball Davis (e) (S)
Travel—Kimball Davis (e) (S)
Society—Joan Connelly

BINGHAMTON (N. Y.), SUN (m)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail Order.
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert N. Dixon
Cartoonist—Maurice Thorson
Church—Ellen Phillips
Columnist—Marvin Behr
Editorial Writer—Walter J. Lyon
Education—Paul D. Gormley
Librarian—Isabelle A. Thorson
Photo. Dept. Mgr.—Charles Teed
Picture Editor—Charles W. Voorhis
Society—Frances E. Hansen

(Continued on page 212)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Cont'd

(Continued from page 211)

BUFFALO (N. Y.), COURIER-EXPRESS (m) (S)
Run-of-Paper Color Advs; Up to 4 colors. Every Day.
Split Run Advertising: Every other paper.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan
Food and/or Household Dept: Food column.
Radio Station Affiliation: WEBR
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Theodore Meier
Book—W. E. J. Martin
Business-Financial—Richard Kopke
Cartoonist—Leo Joseph Roche
Church—Earl Williams
Columnists—Jerry Evarts; Dr. Ralph W. Loew; Thomas Cook Brown; H. Katherine Smith.
Editorial Writers—Thomas Cook Brown; John Smith; Fred Mackenzie; Ed Keifer; Carroll McPherson.
Education—George Wyatt
Farm—LeRoy Fess
Fashion—Honor McGrath
Food—Alice Partridge
Garden—George Abraham
Motion Picture-Theatrical—W. E. J. Martin
Music—Kenneth Gill
Photo. Dept. Mgr.—Frank Schifferle
Picture Editor—William Woodcock
Radio-Television—Jean Dingle
Real Estate—Theodore Meier
Travel—Theodore Meier

BUFFALO (N. Y.), NEWS (e)
Special Editions: Auto Show (Jan.); Year-end Business Review and Forecast (Dec.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept: Yes.
Radio Station Affiliation: WBEN; WBEN-FM.
Television: WBEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lenard Kruger
Aviation—Robert Watson
Book—George Esselburne
Business-Financial—Lenard Kruger
Cartoonist—Bruce M. Shanks
Church—Preston Smith
Columnists—Jeff Whitaker; Bob Stedler; Bob Feeney
Editorial Writers—Millard C. Browne; Charles A. Michie; Leonard W. Halpert; Ralph Young
Education—Sue Fruchtbaum
Farm—Frederic T. Turner
Fashion—George Esselburne
Food—Harriet Cooke
Garden—Tobbio Martino
Librarian—Arthur C. Smyth
Motion Picture-Theatrical—Mr. Ardis Smith
Music—Theodolinda Boris
Photo. Dept. Mgr.—Bernard J. Kerr
Picture Editor—Fredrik Kosslow
Radio-Television—Ray Finch
Real Estate—Robert A. Watson
Travel—George Esselburne
Society—Mrs. Margery M. Hanson

CANANDAIGUA (N. Y.), MESSENGER (e ex. Sat)
Special Editions: Spring Opening (Mar.); Dollar Days (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. J. Waterbury
Aviation—Philip Feldman
Book—Catherine E. Welch
Business-Financial—A. C. Waterbury
Church—Veda Cooley
Editorial Writers—J. J. Waterbury; Lawrence Gracey
Education—Phil Feldman
Farm—E. H. Wells
Fashion—Matilda Brown
Food—A. C. Waterbury
Garden—Matilda Brown
Librarian—Matilda Brown
Motion Picture-Theatrical—R. A. Wade
Music—J. J. Waterbury
Picture Editor—Phil Feldman
Radio-Television—J. J. Waterbury
Society—Catherine Welch

CATSKILL (N. Y.), MAIL (e)
Special Editions: Farm (Mar.); Harvest (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Daniel F. Barr
Aviation—Daniel F. Barr
Book—Elizabeth Boice
Business-Financial—Howard E. Silberstein
Church—Daniel F. Barr
Columnist—Daniel F. Barr
Editorial Writer—Howard E. Silberstein
Education—Daniel F. Barr
Farm—Karl Elish
Fashion—Elizabeth Boice
Food—Elizabeth Boice
Garden—Elizabeth Boice
Motion Picture-Theatrical—Karl Elish
Music—Karl Elish
Photo. Dept. Mgr.—John Behuniak
Picture Editor—John Behuniak
Radio-Television—John Behuniak
Real Estate—John Behuniak
Travel—John Behuniak
Society—Elizabeth Boice

CORNING (N. Y.), LEADER (e)
Special Editions: Spring Fashion Ed. (Mar.): Back to School (Aug.) Fall Fashion Ed. (Sept.); Christmas Gift Edition (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to George H. Bevan.

CORTLAND (N. Y.), STANDARD (e)
Special Editions: Dollar Day (Feb. & Aug.).
No Editions: New Years; Christmas; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. Rounds
Church—Grace Wheeler
Editorial Writers—John T. Allen
Farm—Rol L. Randall
Fashion—Grace Wheeler
Photo. Dept. Mgr.—Walter Conklin
Picture Editor—L. B. van Dyck
Society—Grace Wheeler

DUNKIRK-FREEDONIA (N. Y.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Better Homes (Apr.); Graduation (June); Vacation (July); Yuletide Preview (Nov.); Christmas Greetings (Dec.); New Year Greetings (Dec.).
No Editions: National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gerald Wystup
Editorial Writers—Wallace A. Brennan; Herbert G. Schwartz; MacLeod L. Williams
Education—Gerald Wystup
Farm—Fred McKee
Fashion—Jane Case
Food—Jane Case
Garden—Jane Case
Motion Picture-Theatrical—George Schwartz
Photo. Dept. Mgr.—Lamar Schnur
Picture Editor—MacLeod Williams
Radio-Television—George Schwartz
Travel—Gerald Wystup
Society—Jane Case

ELMIRA (N. Y.), ADVERTISER (m); STAR-GAZETTE (e); SUNDAY TELEGRAM (S)
Split Run Advertising: (m) (e) (S); Geographically (m) (e) (S); Every-other Paper (m) (e).
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving ; Christmas; (m) (e).
Radio Station Affiliation: WENY.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Covey Hoover (m); George S. Crandall (e); Thomas E. Byrne (S).
Business-Financial—Hillard Gordon (m).
Church—George Givens (e) (S)
Columnists—Frank E. Tripp (S); James Morse (e) (S); Joseph Hayes (S)
Editorial Writers—Covey Hoover (m); Hillard Gordon (m); George S. Crandall (e); George E. McCann (S); Thomas E. Byrne (S)
Education—W. Charles Barber (e) (S)
Fashion—Greta Paige (m); Mary T. Nelcoski (e) (S)
Food—Greta Paige (m); Marion Tryon (e) (S)
Garden—Thomas E. Byrne (S)
Librarian—George Givens (m) (e) (S)
Motion Picture-Theatrical—Joseph Shannon (m); James Morse (e); Thos. E. McCarthy (S)
Photo. Dept. Mgr.—James Walsh (m) (e) (S)
Picture Editor—Leo Kuss (m); Cornelius J. Milliken (e); Thomas E. Byrne (S)
Society—Greta Paige (m); Marion Tryon (e); Mary T. Nelcoski (S)

ENDICOTT (N. Y.), BULLETIN (e)
Run-of-Paper Color Advs: 1 color. Daily except Sat.
Special Editions: Progress-Review (Jan.); Spring Fashion Ed. (Mar. Apr.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WENE
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lillian Brown
Aviation—Eleanor Sweet
Book—Steve Hambalek
Business-Financial—Roy Southworth
Church—Eleanor Sweet.
Columnists—Donald F. Munro; Bryon E. French; John VanKleeck; Steve Hambalek.
Editorial Writers—Donald F. Munro; Byron E. French; John VanKleeck
Education—Eleanor Sweet
Farm—Roy Southworth
Fashion—Edith Harwood
Food—Edith Harwood
Garden—Martha Doyle
Librarian—Eleanor Sweet
Motion Picture-Theatrical—William Struble
Music—William Struble
Photo. Dept. Mgr.—Stacey Harrington
Picture Editor—John VanKleeck
Radio-Television—Harold Hancock
Real Estate—Martha Doyle
Travel—Lillian Brown
Society—Edith Harwood

GENEVA (N. Y.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverage.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

GLENS FALLS (N. Y.), POST-STAR (m); TIMES (e)
Advs. Not Accepted: Clairvoyant; some types mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WWSC.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edward Worster (m); Claude Fox (e)

GLOVERSVILLE (N. Y.), HERALD (m); LEADER REPUBLICAN (e)
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Maurice Hanson (m); Wm. H. Evans (e)

HORNELL (N. Y.), TRIBUNE (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WWHG FM and AM
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Louis G. Buisch;
Farm—William Somers

HUDSON (N. Y.), REGISTER-STAR (e)
Special Editions: Fashion (Mar.); Farm (Apr.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Michael Troy
Church—Alene Everts
Fashion—Alene Everts
Food—Alene Everts
Picture Editor—Donald Waggoner
Radio-Television—Alene Everts
Society—Alene Everts

ITHACA (N. Y.), JOURNAL (e)
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Arthur W. Cochran
Columnist—Romeyn Berry
Photo. Dept. Mgt.—G. Frederick Mohn

JAMESTOWN (N. Y.), SUN (m)
Run-of-Paper Color Advs: Up to 2 colors.
No Editions: Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Art Winburg
Columnist—Edward J. Byrne
Editorial Writer—Edward J. Byrne
Farm—Burnell Lydell
Fashion—Joan Smith
Food—Joan Smith
Music—E. I. Acker
Radio-Television—E. I. Acker
Society—Joan Smith

KINGSTON (N. Y.), FREEMAN (e)
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Louis R. Netter

LITTLE FALLS (N. Y.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John B. McGuire
Picture Editor—Ralph Weir
Society—Miss Gloria Lawrence

LOCKPORT (N. Y.), UNION-SUN & JOURNAL (e)
Special Editions: Business Directory (Jan.); Home Furnishing Event (Feb.); Spring Fashion Section (Mar.); Home Improvement Tabloid (Apr.); Automotive Supplement (May); Bowling Tournament Section (May); Graduation Section (June); City Wide Dollar Days (July); Back-to-School Supplement (Aug.); Farm-Home Days Section (Aug.); Fall Fashion Section (Sept.); Restaurant Section (Oct.); Christmas Gift Guide Supplement (Nov.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly food column.
Radio Station Affiliation: WUSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Joyce Wilson
Church—Eleanor Brown
Editorial Writers—Thomas E. Brundage; Easton A. Elliott; Louise L. Lerch
Education—Elting Wells
Fashion—Eleanor Brown
Food—Eleanor Brown
Garden—Elting Wells
Librarian—Dorthy Smith
Photo. Dept. Mgr.—Robert Wassink
Picture Editor—Alice Austin
Radio-Television—Henry Kozloski
Real Estate—Irving Wilcove
Travel—Eleanor Brown
Society—Eleanor Brown

LONG ISLAND (N. Y.) (NASSAU COUNTY), NEWSDAY (e)
Special Editions: Industrial (Jan.); Garden Almanac (Mar.); Spring Fashion (Mar.); Real Estate (May); Vacation (June); Back to School (Aug.); Fall Fashion (Sept.); Modern Living (Oct.); Christmas Almanac (Nov.); Newsday's Weekly Report (Sat.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Siegfried Mandel
Business Page—Dave Rosenbluth
Cartoonists—Cliff Rogerson; Arnold Mossler
Columnists—Jack Altshul; Hal Burton; Phyllis Cerf; Josephine Albright; Frances Story
Editorial Writer—Mark F. Ethridge, Jr.
Education—Joan Ferber
Fashion—Bonnie Angel
Food—Beth Sparks
Garden—Beatrice M. Jones
Librarian—Kathryn Bloeth
Motion Picture-Theatrical—Patricia Self
Photo. Dept. Mgr.—Richard Morseman
Picture Editor—Marie Hanning
Radio-Television—Jo Coppola
Real Estate—Beatrice M. Jones
Society—Nuala Walsh

MALONE (N. Y.), TELEGRAM (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Jan. 1; Dec. 25; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Dufort
Music—Vivian Dufort
Women's—Vivian Dufort
Address other editorial correspondence to Del Forkey

MAMARONECK (N. Y.), TIMES (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Lincoln's Birthday; Memorial Day.
Group Membership: Westchester County Publishers, Inc.
Food and/or Household Dept: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred. W. Greenwood, Jr.
Business-Financial—H. Richmond Campbell
Church—Teunis E. Gouwens
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Teunis E. Gouwens
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Ruth R. Taub

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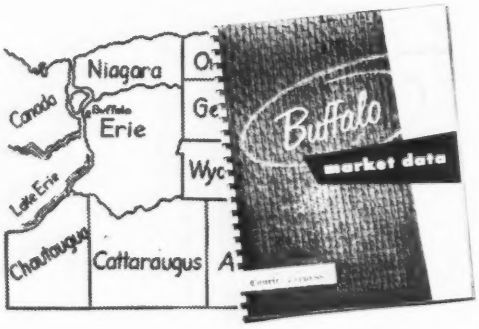

the COMPLETE Picture of Buffalo's 8-County Market in a Single, Ready Reference

Population Characteristics—Retail Trade Statistics—Buying Power Figures—General Data—for City of Buffalo, its ABC City Zone, Metropolitan Area, and Complete 8-County Market.

42 pages of factual, minutely detailed marketing and sales information arranged for quick, convenient reference. Five colored maps.

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BUFFALO COURIER EXPRESS

REPRESENTATIVES: SCOLARO, MEEKER & SCOTT Pacific Coast - DOYLE & HAWLEY

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MEDINA (N. Y.), JOURNAL-REGISTER (e)
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—A. L. Waters
Librarian—R. E. Waldo
Photo. Dept. Mgr.—Robert E. Waters
Picture Editor—Robert E. Waters

MIDDLETOWN (N. Y.), TIMES-HERALD (e)
Special Editions: Baby Edition (Apr.); Fair Edition (Aug.); Christmas Edition (Nov.); Harness Racing (June).
No Editions: Jan 1; Feb. 22; May 30; July 4th; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Alan Black
Church—Julia Stewart
Columnists—Edward P. Dougherty; Richard Milburn
Editorial Writers—Edward P. Dougherty; E. Bradley Boyle
Education—Benjamin Collins
Farm—John Lee
Fashion—Julia Stewart
Food—Julia Stewart
Librarian—Jacqueline Marshall
Photo. Dept. Mgr.—Harold Strong
Picture Editor—E. Bradley Boyle
Society—Julia Stewart

MOUNT VERNON (N. Y.), DAILY ARGUS (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Memorial Day; Lincolns Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John M. Fleischmann
Business-Financial—James A. Woodworth
Church—Ettore Fraioli
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Ettore Fraioli
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Catherine T. Walsh

NEWBURGH (N. Y.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Sections: Spring Fashion Section (Mar.); Fall Fashion Section (Sept.); Spring Home Fashion Section (May); Fall Home Fashion Section (Sept.); National Baby Week (May); June Brides Special (June); Graduation Edition (June); Back-to-School Edition (Sept.); Vacation and Travel Section (June); Paint-Up-Clean-Up-and Fix-Up Week Special Section (May); Home & Garden Section (Apr.); Spring Men's and Boy's Wear Section (Mar.); Fall Men's and Boy's Wear Section (Oct.); Radio-TV Week Special (Oct.) Mother's Day Special (May); Father's Day Special (June); American Legion Levilla (May); Christmas Greeting Section (Dec. 24); Let's Go On A Picnic (July).
No Editions: Thanksgiving; Christmas; New Year's Day; Memorial Day; July 4; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Flemming
Aviation—Victor Livingston
Book—Chas. A. S. Freeman
Business-Financial—Maurice Herbert
Cartoonist—Al Rhoades
Church—Ruth Wilsey
Columnist—Chas. A. S. Freeman
Editorial Writer—Calvin D. Myers
Education—Ruth Wilsey
Farm—Maurice Herbert
Fashion—Gloria D. Zimmer
Food—Gloria D. Zimmer
Garden—Gloria D. Zimmer
Librarian—Mary Kingsley
Motion Picture-Theatrical—Victor Livingston
Music—Ruth Wilsey
Photo. Dept. Mgr.—Ralph Aiello
Picture Editor—Ralph Aiello
Radio-Television—Victor Livingston
Real Estate—Al Rhoades
Travel—Chas. A. S. Freeman
Society—Gloria D. Zimmer

NEW ROCHELLE (N. Y.), STANDARD STAR (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; Labor Day; Thanksgiving; July 4th; Christmas.
Food and/or Household Dept.: Tues. and Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William J. Fitzgerald
Business-Financial—Elmer H. Miller
Church—George C. Richard
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—George C. Richard
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Edith B. Mathey

NEW YORK CITY

BROOKLYN (N. Y.), DAILY (m ex. Sat)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Christmas Issue (Dec.); Holiday Issue (Sept.).
No Editions: Legal Holidays.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Rosenthal
Aviation—Earl Foreman
Book—Gil London
Business-Financial—Harry Singer
Cartoonist—Joseph Kaliff
Church—Lionel Klass
Columnists—Frank Tattel; Barney Ain; Mort Cogan; Hank O'Day; Leonard Probst
Editorial Writer—Earl Foreman
Education—Leonard Probst
Fashion—Irene Klass
Food—Irene Klass
Garden—Samuel Wright
Librarian—Morris Inker
Motion Picture-Theatrical—Al Clark
Music—Ruth Sperling
Photo. Dept. Mgr.—Arnold Fine
Picture Editor—Ben Schiff
Radio-Television—George Sorrell
Real Estate—Sylvia Schreiber
Travel—Gil London
Society—Irene Klass

BROOKLYN (N. Y.), EAGLE (e) (S)
Split Run Advertising: Every-other Paper
Split Run Advertising: Every-other Paper.
Special Editions: (S) Spring Section (May); Resort & Travel Dir. (May); Winter Resort & Trav. (Dec.); Mid-Win. Res. & Trav. Sec. (Jan.); Mid-Summer Section (June); Educational Directory (e) (Aug.).
No Editions: Thanksgiving; Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Karsboom
Aviation—John A. DeMilia
Book—John A. DeMilia
Cartoonist—Eugene Craig
Church—Bea Jones
Columnists—Robert M. Grannis; Harold H. Harris; Leslie Hanscom
Editorial Writers—Edwin B. Wilson; Robert M. Grannis
Education—Dorothy O'Keeffe
Fashion—Elizabeth Lips
Food—Elsa Steinberger
Garden—Wendell Hanmer
Librarian—Olga Benson
Motion Picture-Theatrical—Louis Sheaffer; Jane Corby
Music—Paul Affelder
Photo. Dept. Mgr.—Harry Grogin
Radio-Television—Steven Schever
Real Estate—Vincent Kirk
Travel—Gladys M. Sullivan
Society—Margaret Mara

NEW YORK (N. Y.), HERALD TRIBUNE (m) (S)
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: (S) Midwinter Vacation (Jan.); Garden Planning (Jan.); World Travel Guide (Feb.); Flower Show (Mar.); Brides (Apr.); Spring Vacation (Apr.); New York Infirmary (Apr.); Spring Resort and Travel (May); Children's Book Festival (May); Summer Resort and Travel (June); Herald Tribune Forum (Oct.); Annual Christmas Gift Guide (Nov.); Winter Resort and Travel (Dec.); (e) Year-end Financial and Business Review (Jan.); High School Forum (Mar.).
Print Own Magazine: Partly.
Syndicated Magazine Section Carried: This Week.
Group Membership: This Week Magazine; Metropolitan Sunday Newspapers, Inc.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Ansel Talbert
Book—Irita Van Doren
Business-Financial—Donald I. Rogers
Cartoonists—Paul Arlt; Dan Dowling
Church—Ann Elizabeth Price
Columnists—Walter Lippmann (m); Joseph and Stewart Alsop (m) (S); David Lawrence (m); John Crosby (m) (S); Hy Gardner (m); Art Buchwald (m) (S); William Chapman White (m); Red Smith (m) (S); Edmund Gilligan (m); C. Norman Stabler (m); Tobe (m); Clementine Paddleford (m); Lewis Gannett (m); Harvey Runner (m) (S); Florence Osborn (m) (S); Roscoe Drummond (m) (S); Thornton Burgess (m); Ned Russell (m); Joseph Kaselow (m); Walter F. Kerr (S); Emily Genauer (S); Walter Terry (S); Paul Henry Lang (S); Bert Bacharach (S); Ernest Kehr (S); Alfred Putz (S); Henry Aul (S); Michael Marsh (S); Ralph Dalzell (S); Mark Duffield (S); Herbert Kupferberg (S);
Editorial Writers—August Heckscher; Geoffrey Parsons; Harry Baehr; Robert Bird; L. L. Engelking; Herbert Kupferberg
Education—Fred Hechinger
Fashion—Eugenia Sheppard
Food—Clementine Paddleford
Garden—J. W. Johnston
Librarian—Robert Grayson
Motion Picture-Theatrical—William Zinsser
Music—Jay Harrison
Photo. Dept. Mgr.—Ben Price
Picture Editor—Ben Price
Real Estate—Richard Lyman
Travel—Beach Conger

NEW YORK (N. Y.), JOURNAL-AMERICAN (e) (S)
Print Run-of-Paper Color Advs.: Up to 2 colors. Days available 2. Mon. & Tues.
Special Editions: Business & Financial Review (e) (Jan.); Travel & Resort Number (S) (May & June) Annual Debutante Issue (S) (Oct.).
No Editions: New Year; Decoration; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: The Saturday Home Comics; Puck-The American Weekly; Comic Weekly.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Masson
Aviation—George Carroll
Book—Clark Kinnaird
Business-Financial—Leslie Gould
Cartoonists—Burris Jenkins, Jr.; Rube Goldberg
Church—Don Short
Columnists—Bill Corum; Frank Conniff; Frank Graham; Lewis H. Haney; Max Kase; Dorothy Kilgallen; Cholly Knickerbocker; Jack O'Brian; Louis Sobol; John Watson
Editorial Writers—W. R. Hearst, Jr.; Elon F. Tompkins; John Watson
Education—Ann Dixon
Fashion—Barbara Bruce
Food—Janet Cook
Garden—Margaret Duross
Librarian—Peter L. Campbell
Motion Picture-Theatrical—Jim O'Connor
Music—Myles Kastendieck
Photo. Dept. Mgr.—Robert F. Keogh
Picture Editor—Clarence Housman
Radio-Television—Don Short (R); Jack O'Brian (TV)
Real Estate—John W. Newton
Travel—Don Short
Society—Frances Rushmore; Cholly Knickerbocker

NEW YORK (N. Y.), THE JOURNAL OF COMMERCE (m ex. Sat)
No Editions: National legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sidney Fish
Aviation—M. L. Van Slyck
Business-Financial—Shelly Pierce
Columnists—Dr. H. E. Luedicke; Dr. Jules I. Bogen
Editorial Writers—Dr. H. E. Luedicke; Dr. Jules I. Bogen; Stanley Ferguson; M. L. Van Slyck
Farm—Dr. J. Roger Wallace
Food—A. E. Mockler

NEW YORK (N. Y.), MIRROR (m ex. Sat) (S)
Split Run Advertising: Geographically. Every-other Paper.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gene Graf
Book—Dr. Paul Butler
Business-Financial—Clarence Hebb
Cartoonist—Fred Packer
Church—Dr. Paul Butler

NEW YORK (N. Y.), NEWS (m ex. Sat) (S)
Split Run Advertising: Geographically; Every-other Paper.
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; Three Markets Group.
Food and/or Household Dept.: Daily & Sunday.
Television Station Affiliation: WPIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Hughes
Aviation—John Hughes
Business-Financial—John Rogers
Cartoonists—C. D. Batchelor; Horace Knight; Leo O'Mealia
Columnists—Ed Sullivan; Danton Walker; Hedda Hopper; Bob Sylvester
Fashion—Eileen Callahan
Food—Alice Petersen
Librarian—Maurice Symonds
Motion Picture-Theatrical—Kate Cameron; John Chapman
Music—Douglas Watt
Photo. Dept. Mgr.—George J. Schmidt
Picture Editor—Howard Knapp
Radio-Television—Ben Gross
Real Estate—Harry Ryan
Travel—John Hughes
Society—Nancy Randolph

NEW YORK (N. Y.), POST (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Split Run Advertising: Geographically; Every-other paper.
Special Editions: Business Review (e) (Jan.); TV Section (e) (Oct.); Furniture Section (S) (Aug.); Passover Food Section (e) (Mar.).
No Editions: 6 Legal holidays.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: KLAC, Hollywood.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Martha MacGregor
Business-Financial—Sylvia Porter
Cartoonist—John Pierotti
Columnists—MaxLerner; Rose Franzblau; Murray Kempton
Editorial Writers—James A. Wechsler; William Dufty
Fashion—Ruth Preston
Food—Agnes Adams Murphy
Librarian—Peter Dinella
Motion Picture-Theatrical—Irene Thirer; Frances Herridge
Music—Harriett Johnson
Radio-Television—Albert Cusick
Real Estate—Alfred A. Baum
Society—Agnes Adams Murphy

NEW YORK (N. Y.), TELEGRAPH (m)
Split Run Advertising: Geographically.
Annual Special Editions: Annual Review (Jan.); Kentucky Derby (May).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Freedley
Business-Financial—L. Iverson
Columnists—Tom O'Reilly; Leo Mishkin; Nelson Dunstan; Oscar Otis; Evan Shipman; Chuck Connors; Fred Galiani; Charles Hatton; J. J. Murphy; Dan Richman; Hugh J. McGuire; Herb Stein; George Freedley; Whitney Bocton; Rube Dorin; Barney Nabler; Ira Seebacher; Joe Hirsch; Joe Thomas; Nancy Lee; Kent Cochran; Clive Graham; Godolphin Darvey; Tim Vigors; Bob Thomson
Motion Picture-Theatrical—Leo Mishkin; Whitney Bolton
Music—Dan Richman
Photo. Dept. Mgr.—Frank Williamson
Picture Editor—S. D. Rosen
Radio-Television—Leo Mishkin

NEW YORK (N. Y.), TIMES (m) (S)
Advs. Not Accepted: Ads not meeting Times standards.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food news every day; Household (S)
Radio Station Affiliation: WQXR.

NEW YORK (N. Y.), WORLD-TELEGRAM and SUN (e ex. Sat)
Split Run Advertising: Every-other Paper.
Special Editions: Business Review (Jan.); Boat Show (Jan.); Winter Resort & Travel (Jan.); Real Estate Review (Feb.); Camera Show Issue (Feb.); Sportsman's Show (Feb.); Spring Fashion Number (Mar.); Spring Antiques Issue (Apr.); Spring Vacation Feature (Apr.); Spring Camera Issue (May); Spring Resort & Travel Numbers (May); Summer Resort & Travel Numbers (June); Fall Fashion Number (Sept.); Annual Winter Resort Feature (Dec.); Christmas Camera Issue (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Buy-Lines—Nancy Sasser; Jessie's Note Book.
Food and/or Household Dept.: Thursday food pages; household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Sievert
Aviation—Max Cook
Book—Sterling North
Business-Financial—Ralph Hendershot
Cartoonist—Willard Mullin
Church—Alice Moldenhawer
Columnist—Joe Williams
Editorial Writer—Charles A. Betts
Education—Jacob Jacowitz
Fashion—Anne Yates Clarke
Food—Dixie Oliver
Librarian—Matthew Redding
Motion Picture-Theatrical—Alton Cook (MP); William Hawkins (Th.)
Music—Louis Biancolli
Photo. Dept. Mgr.—William Greene
Picture Editor—Ed Wakin
Radio-Television—Marie Torre; Harriet Van Horne
Real Estate—James Bolton
Travel—Edmund Leamy
Society—Patricia Brown

JAMAICA (N. Y.), LONG ISLAND PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thurs. & Sun.
Special Editions: (e) Appliances (May); (S) Men's Fashions (Mar.); Paint Up, Clean Up (Mar.); Home Show (May); Back-To-School (Aug.); Home Furnishings (Aug.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food columns Thurs.; Household page daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Richard Laswell
Business-Financial—Jack Elliott
Cartoonist—Al Liederman
Editorial Writers—Martin Sheldon; Arthur Eggleston; Mort Pye
Education—Seymour Marks
Farm—Howard Matus
Fashion—Jane Robb
Food—Jack Hinton
Garden—Otto Langhaus
Librarian—Annette Shaffett
Motion Picture-Theatrical—Donald Williams
Music—Gabriel Fontrier
Photo. Dept. Mgr.—Leonard Victor
Picture Editor—Leonard Victor
Radio-Television—Leo Meindl
Real Estate—Leo Beck
Travel—Fred Welsh
Society—Abby Polesie

LONG ISLAND CITY (N. Y.), LONG ISLAND STAR-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri.
Special Editions: Industrial (Jan.).
No Editions: July 4th; Labor Day; Christmas; New Years; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Wright
Aviation—Thomas Finnegan
Book—Anthony Stephens
Business-Financial—Thomas Finnegan
Church—Richard Pommer
Columnists—Walter Kaner; Louis F. O'Neill; Joseph Giardini
Editorial Writers—Martin Sheldon; Stephen Rogers
Education—Philip Hofmann
Fashion—Mary Lee Thompson
Food—Richard Pawelek
Garden—Joel Burton
Motion Picture-Theatrical—Anthony Stephens
Music—Anthony Stephens
Picture Editor—John Murphy
Radio-Television—Robert Wright
Real Estate—John Murphy
Travel—Philip Hofmann
Society—Joan Crawford

RIDGEWOOD (N. Y.), LONG ISLAND ADVOCATE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household cols. daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis Royal
Aviation—Frank Engle
Book—Frank Sherkel
Business-Financial—Victor Stanley
Church—Margaret Cappuccio
Columnists—Ray Wilson; Helen Waters; Charles Sattler
Editorial Writers—Frank Sherkel; Lewis E. Reichhold
Education—Victor Stanley
Fashion—Evelyn Glass
Food—Evelyn Glass
Librarian—Charles Meyer
Motion Picture-Theatrical—Frank Frazer
Music—Frank Frazer
Photo. Dept. Mgr.—Bernard Folts
Picture Editor—Bernard Folts
Radio-Television—W. Witte
Real Estate—George Grill
Society—Millie Seiflin

NIAGARA FALLS (N. Y.), GAZETTE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: Christmas Gift Edition (Nov.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Thomas J. Berrigan; Hamilton B. Mizer

NORWICH (N. Y.), SUN (e)
Special Editions: County Fair (Aug.).
No Editions: Jan. 1; May 30; July 4th; Dec. 25; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Beatrice Hall
Columnist—Robert J. Jones
Editorial Writer—Robert J. Jones

(Continued on page 214)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Cont'd

(Continued from page 213)

NORWICH (NY) SUN—Cont'd
Education—Greg Chilson
Farm—Greg Chilson
Radio-Television—Bob Van Tine

NYACK (N. Y.), JOURNAL-NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mariruth Campbell
Columnists—Frank Ernest; Fred Geist; John Sutter.
Editorial Writers—Norman R. Baker; F. R. Miller
Music—Mariruth Campbell

OGDENSBURG (N. Y.), JOURNAL (e), ADVANCE-NEWS (S)
Advs. Not Accepted: Liquor.
Annual Special Editions: Auto Show (e) (S) (Jan); Farm Bureau (Oct.).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.

OLEAN (N. Y.), TIMES HERALD (e)
Special Editions: Homes and Garden (Apr.); Fall Fashion (Sept.); Christmas (Nov.); Spring Fashion (Mar.).
No Editions: Labor Day; July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Yes.
Radio Station Affiliation: W H D L.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Conner
Business-Financial—H. R. Helsby
Church—Charles Fish
Columnists—Gilbert Stinger; John Armstrong
Editorial Writer—H. R. Helsby
Education—Gilbert Stinger
Fashion—Adele Hudock
Food—Adele Hudock
Music—Ned Conner
Photo. Dept. Mgr.—George Lian
Picture Editor—Charles Fish
Society—Adele Hudock

ONEIDA (N. Y.), DISPATCH (e)
Special Editions: Auto (Jan.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: New Year's; Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John T. Tuttle
Society—Theresa Stoughton

ONEONTA (N. Y.), STAR (m)
Special Editions: Farm Edition (Apr.); 4-H Edition (May.).
No Editions. Jan 1; Memorial Day; Labor Day; Thanksgiving; Christmas; July 4th.
Radio Station Affiliation: WDOS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Francis Forrest
Aviation—Steve Shields
Book—E. J. Brown
Business-Financial—E. J. Brown
Church—Robert Warner
Columnists—E. J. Brown; G. Gunthrup
Editorial Writers—G. Gunthrup; E. J. Brown
Education—F. Forrest
Farm—R. Warner
Fashion—Norma Eckmair
Food—Norma Eckmair
Garden—R. Warner
Librarian—R. Warner
Motion Picture-Theatrical—F. Forrest
Music—F. Forrest
Photo. Dept. Mgr.—R. Teeple
Picture Editor—R. Teeple
Radio-Television—Norma Eckmair
Travel—H. Rockford
Real Estate—R. Warner
Society—Norma Eckmair

OSSINING (N. Y.), CITIZEN REGISTER (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Home Fashions (Sept.); Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation; WFAS and WFAS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frederick J. Tittel
Business-Financial—Joseph L. Naar
Church—Douglas R. Wildey
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Douglas R. Wildey
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Elizabeth C. Murray

OSWEGO-FULTON (N. Y.), PALLADIUM-TIMES (e)
Special Editions: Cooking School.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving Day; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin M. Allen
Aviation—Clark Morrison III
Book—Thomas A. Cloutier
Business-Financial—Clarence T. Leighton
Church—J. Russell Gill
Columnist—John Hurley
Editorial Writers—Clarence T. Leighton; Clark Morrison III
Education—Clarence T. Leighton
Farm—Jack Foley
Fashion—Miss Adelle Downes
Food—Thomas A. Cloutier
Garden—Thomas A. Cloutier
Librarian—J. Russell Gill
Motion Picture-Theatrical—Thomas A. Cloutier
Music—John Hurley
Photo. Dept. Mgr.—William H. Leighton
Picture Editor—J. Russell Gill
Radio-Television—J. Russell Gill
Real Estate—Thomas A. Cloutier
Travel—Thomas A. Cloutier
Society—Miss Adelle Downes

PLATTSBURG (N. Y.), PRESS-REPUBLICAN (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Carr
Aviation—John Lonergan
Book—Laura Ingalls
Business-Financial—Richard Gallagher
Church—Frank Provost
Columnist—William Babel
Editorial Writer—William Babel
Education—Ann Breen
Farm—Frank Provost
Fashion—Harriet Page
Food—Harriet Page
Garden—Frank Provost
Librarian—Beverley Caesar
Motion Picture-Theatrical—Richard Gallagher
Music—Harriet Page
Photo. Dept. Mgr.—John Lonergan
Picture Editor—George Carr
Radio-Television—Ann Breen
Real Estate—Richard Gallagher
Travel—Ann Breen
Society—Harriet Page

PORT CHESTER (N. Y.), ITEM (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John E. Sheils
Business-Financial—William J. Bassett
Church—Warren B. Randall
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picutre Editor—Laurance Angel, Jr.
Radio-Television—Warren B. Randall
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Victoria Miraglia

PORT JERVIS (N. Y.), UNION-GAZETTE (e)
Special Editions: Tri-States Summer Playground Section (weekly June through Aug.).
No Editions: Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. D. Salmon, Sr.
Cartoonist—D. Dwyer
Church—D. N. Raynor
Editorial Writers—D. N. Raynor; H. A. Millspaugh
Fashion—F. D. Salmon, Jr.
Librarian—A. L. Stage
Motion Picture-Theatrical—F. D. Salmon, Jr.
Photo. Dept. Mgr.—D. Dwyer
Travel—F. D. Salmon, Jr.

POUGHKEEPSIE (N. Y.), NEW YORKER (e) (S)
No Editions: Labor Day; Thanksgiving; Christmas; New Year's; Decoration Day; July 4th.
Food and/or Household Dept: Daily food column; recipe column Thursday; household column Saturday. Two food columns; homemaker column Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Marjorie Anderson
Church—Mildred A. Morgan
Columnists—Roy Jackson; Herbert J. Thomsen
Editorial Writers—Herbert J. Thomsen; Charles G. Murray; Edwin H. Rozell
Fashion—Laura C. Foerschler
Food—Laura C. Foerschler
Photo. Dept. Mgr.—Murray Wayne
Society—Laura C. Foerschler

ROCHESTER (N. Y.), TIMES-UNION (e); DEMOCRAT & CHRONICLE (m) (S)
Split Run Advertising: Every-other Paper. 2 section issues only.
Advs. Not Accepted: Alcoholic beverages.
No Editions: (e only) New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Metropolitan Sunday Newspapers, Inc.
Radio Station Affiliation: WHEC.
Television Station Affiliation: WHEC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Herbert R. Schaeffer (S)
Book—William D. Manning (m) (S); Olin W. Archer (e)
Business-Financial—Donald E. Record (m) (S); Bruce R. Mann (e)
Cartoonists—Robert C. Meagher (m) (S); Elmer R. Messner (e)
Columnists—Henry Clune (m); William E. Beeney (m) (S); Paul Pickney (m) (S); L. B. Skeffington (m) (S) Howard C. Hosmer (e); Matthew A. Jackson (e); Paul E. Tanner (S); Howard Kemp (S)
Editorial Writers—James Campbell (m); Clifford Carpenter (m); L. R. Blanchard (m) (S); Olin W. Archer (e); Herbert G. Jackson, Jr.; Charles F. Luckett (e)
Education—Frank Dostal (m) (S)
Farm—Frank Lonergan (m)
Fashion—Martha Smallwood (m) (S)
Food—Elizabeth de Sylva (m)
Garden—Elizabeth de Sylva (m); Elizabeth Keiper (e)
Librarian—Joan L. Schild (m) (e) (S)
Motion Picture-Theatrical—George David (m); Hamilton B. Allen (e); Jean Walrath (S)
Music—Harvey W. Southgate (m) (S); Hamilton B. Allen (e)
Photo. Dept. Mgr.—Fred H. Powers (m) (S)
Radio-Television—Robert J. Fischer (m) (S); Al Sigl (e); John C. Hadley (e)
Real Estate—William E. Beeney (m) (S); Joseph N. Freudenberger (e)
Travel—Paul E. Tanner (S)
Society—Elizabeth de Sylva (m) (S); John C. Hadley (e)

ROME (N. Y.), SENTINEL (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Auto Show (May); Fashion (Apr., Sept.); Christmas Shopping (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WRUN and WRUN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fritz S. Updike
Farm—Walter Staloff
Photo. Dept. Mgr.—Lloyd Williams
Picture Editor—William L. Courson
Radio-Television—Margaret McCarthy
Society—Joan Kahler

SALAMANCA (N. Y.), REPUBLICAN-PRESS (e)
Special Editions: Vacation Guide (May); Christmas Gift (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Matthew Weber.

SARANAC LAKE (N. Y.), ADIRONDACK ENTERPRISE (e)
Special Editions: Summer Vacation (May).
No Editions: Usual holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Eddie Vogt; Bill McLaughlin
Editorial Writers—Roger W. Tubby; James Loeb, Jr.
Food—Helen Nason
Music—Mrs. Ellen Loeb
Photo. Dept. Mgr.—Mary Ann Clancy
Picture Editor—Mary Ann Clancy

SARATOGA SPRINGS (N. Y.), SARATOGIAN (e)
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Opening Saratoga Raceway (June); Opening Saratoga Race Track (July & Aug.).
No Editions: Christmas; Thanksgiving; July 4th; New Years; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. M. Cavanaugh
Aviation—J. M. Cavanaugh
Book—J. M. Cavanaugh
Business-Financial—J. M. Cavanaugh
Church—Blanche Robbins
Editorial Writer—J. M. Cavanaugh
Photo. Dept. Mgr.—R. Mayette
Picture Editor—J. M. Cavanaugh
Society—Mrs. A. Woodworth

SAUGERTIES (N. Y.), POST (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Bertram W. Burns.

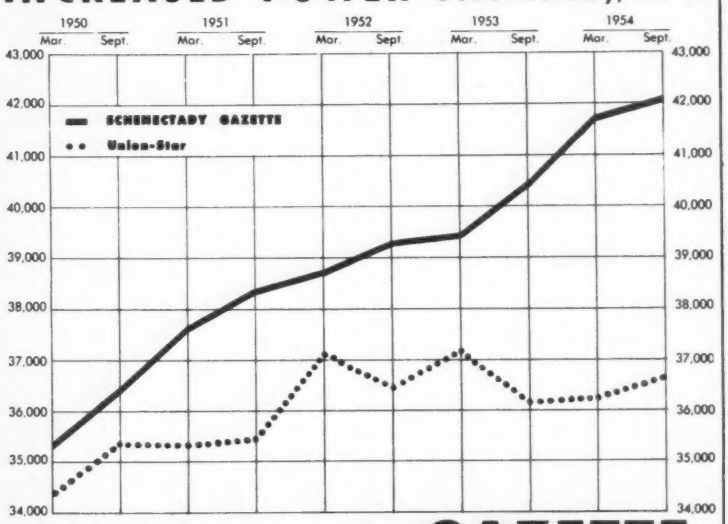
SCHENECTADY (N.Y.), GAZETTE (m)
Split Run Advertising: Yes.
Special Editions: Home Builders Edition (Oct.); Fashion Edition (Apr.); Automotive Edition (Feb.)
Food and/or Household Dept.: Food section Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert G. Adams
Church—D. E. Ritz
Columnists—H. Shave
Editorial Writer—R. M. Turner
Education—Martha Conney
Fashion—Maud Welin
Food—F. E. Baldwin
Garden—Jane Farmer
Librarian—P. Cochran
Music—D. E. Ritz
Photo. Dept. Mgr.—C. B. Sellers. Jr.
Society—Helen W. George

SCHENECTADY (N. Y.), UNION-STAR (e)
Special Editions: Building (Apr. & Oct.); Home Fashions (Sept.); Back to School (Aug.); Nat'l Home Week (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food col. every Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. R. Ekins.

SYRACUSE (N.Y.), HERALD-JOURNAL (e); HERALD-AMERICAN (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Sports Exposition (Feb.); Auto Show (Jan.); Home Building (Apr. & Sept.); Fashion (Apr. & Aug.).
No Editions: Christmas.
Syndicated Magazine Section Carried: American Weekly; Parade; Puck, The Comic Weekly.
Food and/or Household Dept.; Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth F. Sparrow
Aviation—Kenneth F. Sparrow
Book—Egbert S. Turner
Business-Financial—Frank J. Early
Cartoonist—Fred Heymann
Church—Lee Heath
Columnist—Joe Beamish
Editorial Writer—Fred Betts
Education—Peggy Cram
Farm—Roy E. Fairman
Fashion—Arlene LaRue
Food—Arlene LaRue
Garden—Egbert S. Turner
Librarian—Elizabeth Bahouth
Motion Picture-Theatrical—Marjorie Turner
Music—Emma VanWormer
Photo. Dept. Mgr.—Arthur J. Cornelius
Picture Editor—Fred Heymann
Radio-Television—Jeremy Gaige
Real Estate—Frank J. Early
Travel—Egbert S. Turner
Society—Arlene LaRue

SYRACUSE (N. Y.), POST-STANDARD (m) (S)
Run-of-Paper Color Advs; Up to 4 colors. Daily. & Sun.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Resort Section (May); Home Show Section (Mar.); Style Show (Feb. & Sept.); Year End Ind. Review (Dec.); Business Review & Forecast (Dec.).
Print Own Magazine: Yes.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Yes.

INCREASED POWER IN Schenectady, N. Y.



The Schenectady GAZETTE
Reaches More Readers...
with CIRCULATION LEADERSHIP!
AN ALL TIME HIGH 42,039 DAILY NET PAID 5361 LEAD!
(A.B.C. Publisher's Statement for 6 months ending Sept. 30, 1954)
with ADVERTISING LEADERSHIP!

FIRST IN RETAIL	6,834,481 lines	749,011 lines LEAD
FIRST IN TOTAL DISPLAY	9,066,070 lines	946,113 lines LEAD
FIRST IN TOTAL ADVERTISING	12,295,779 lines	2,257,385 lines LEAD

First 11 months Authority Media Records, Inc.

The GAZETTE is FIRST in Schenectady
Any Way You Look At It!
National Representatives: REYNOLDS-FITZGERALD, INC.

SPECIAL DATA—Cont'd

(Compiled at the request of the Media Buyers Association of New York)

SYRACUSE (NY) POST-STANDARD—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Raymond Laing
Aviation—James M. Annan, Jr.
Book—Robert L. Voorhees
Business-Financial—Bernard S. Newer
Church—Nevart Apikian
Columnists—Grace Lewis; William V. Reddy; Rod Hunter; Bernard S. Newer
Editorial Writers—Robert L. Voorhees; E. Avery Nelson
Education—E. Avery Nelson
Farm—Walter E. Carroll
Fashion—Alice F. Keegan
Food—Alice F. Keegan
Garden—Walter E. Carroll
Librarian—Mae Walton
Motion Picture-Theatrical—Nevart Apikian
Music—Prof. William Fleming
Photo. Dept. Mgr.—Herman J. Borzner
Picture Editor—J. Leonard Gorman
Radio-Television—Peg Simpson
Real Estate—Bernard S. Newer
Society—E. Joyce Will

TARRYTOWN (N. Y.), DAILY NEWS (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; Labor Day; Thanksgiving; July 4th; Christmas.
Food and/or Household Dept.: Tues. and Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Aloys A. Robert
Business-Financial—Wallace Odell
Church—Robert M. Austin
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Robert M. Austin
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Marion M. Miller

THE TONAWANDAS (North Tonawanda-Tonawanda) (N. Y.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harvey Hough
Business-Financial—Harvey Hough
Editorial Writer—Harvey Hough
Education—Harvey Hough
Fashion—Mrs. John R. Bohlen
Food—Mrs. John R. Bohlen
Garden—E. L. Fay
Photo. Dept. Mgr.—Bert Olson
Picture Editor—Kelly Simon
Radio-Television—Francis Skimin
Real Estate—E. L. Fay
Society—Mrs. John R. Bohlen

TROY (N. Y.), TROY RECORD (m); TIMES RECORD (e)
Advs. Not Accepted: Objectionable medical.
Special Editions: Educational (June); Back-to-School (Aug.); Spring & Fall Fashions (Seasonal).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas (Times-Record only).
Food and/or Household Dept.: Food pages Thurs. (e) & Fri. (m).
Radio Station Affiliation: WFLY-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kennedy
Cartoonist—Bill Dawson
Editorial Writers—Dwight Marvin; Alton P. Sliter; Garner P. Roney
Fashion—Rena Surprise
Food—Elizabeth M. Haskins
Librarian—Elizabeth M. Haskins
Music—Keith Marvin
Radio-Television—Alton T. Sliter
Society—Marjorie F. Bell

UTICA (N. Y.), PRESS (m); OBSERVER-DISPATCH (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sunday.
Split Run Advertising: Every-other Paper (evening only).
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Dollar Day (Feb. & Aug.); Fashion (Mar.); Utica Day (Apr. & Oct.); Back to School (Aug.); Home Fashion (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles A. King (m); Harold E. Moore (e)
Columnists—Ted Townsend (m); David H. Beetle (S); Joseph Hahn (S)
Fashion—Patricia A. Kahler (e)
Food—Patricia A. Kahler (e)
Librarian—Virginia Malecki (e)
Photo. Dept. Mgr.—Dante Tranquille (e)
Society—Katrina Judson

WATERTOWN (N. Y.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Dec. 25.
Syndicated Magazine Section Carried: Farm & Garden
Food and/or Household Dept: Food column Saturday.
Radio Station Affiliation: WWNY and WMSA.
Television Station Affiliation: WCNY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fred H. Kimball
Editorial Writers—John B. Johnson; Harry F. Landon; William E. Pearson
Farm—Boyd E. Moffett
Garden—Boyd E. Moffett
Librarian—Beverly W. Kocher
Motion Picture-Theatrical—Dominic Pepp
Music—David F. Lane
Radio-Television—Dominic Pepp
Society—Shirley Doxtater

(Continued on page 216)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Continued

(Continued from page 215)

WELLSVILLE (N. Y.), REPORTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

WHITE PLAINS (N. Y.), REPORTER DISPATCH (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM;
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. Eugene Duffy
Business-Financial—Benjamin H. Carroll
Church—James F. Gressler
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Harry Donsky
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Nora Applegate

YONKERS (N. Y.), HERALD STATESMAN (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth B. Jones
Business-Financial—Oxie Reichler
Church—William E. Seely
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—William E. Seely
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Irene Delmar

NORTH CAROLINA

ASHEVILLE (N. C.), CITIZEN (m); TIMES (e); CITIZEN-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily. (4 ads Black & One Color).
Split Run Advertising: Every-other Paper.
Special Editions: (e) Educational Issue (March): Cooking School (Feb.); (S) Vacation Mail A Way (May or June); Agricultural Issue (Oct.).
No Editions: Christmas.
Radio Station Affiliation: WWNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. S. Gosden (m) (e) (S)
Book—Charles K. Robinson (m) (S)
Business-Financial—C. S. Ramsey (m) (e) (S)
Church—Marguerite Alexander (e)
Columnists—Warren Koon (m); Al Geremonte (e); Mal Mallette (e); Pat Bailey (S); Mrs. C. N. Burton(S); Geo. W. McCoy (S).
Editorial Writers—Don Shoemaker (m); Walter S. Adams (e); C. K. Robinson (S).
Education—Marguerite Alexander (e); W. E. Lindau (S)
Farm—W. E. Lindau (m)
Food—C. S. Ramsey (m) (e) (S)
Librarian—Mrs. P. E. Pearce (m) (e) (S)
Picture Editor—Richard Wynne (m)
Society—Kay Gaines (m); Pat Bailey (e)

BURLINGTON (N. C.), TIMES-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. J. Nally
Aviation—Bill Hunter
Book—Staley A. Cook
Business-Financial—R. M. Fonville
Church—Howard White
Columnists—Don Metcalf; A. C. Snow; Floyd Ellington.
Editorial Writers—Staley A. Cook; Howard White.
Education—Howard White
Farm—Floyd Ellington
Fashion—Peggy Goodman
Food—R. J. Nally
Garden—Peggy Goodman
Librarian—Peggy Goodman
Motion Picture-Theatrical—A. C. Snow
Photo. Dept. Mgr.—Ed. McCauley
Society—Peggy Goodman

CHARLOTTE (N. C.), NEWS (e)
Print Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Every-other Paper; Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Business Review and Forecast (Jan.); Cooking School (May).
Food and/or Household Dept.: Food magazine Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. A. Daly
Book—L. D. T. Cox
Business-Financial—J. A. Daly
Church—Helen Parks
Columnist—Julian Scheer
Editorial Writers—C. A. McKnight; Victor Reinemer; Cecil Prince
Fashion—Marie McK. Adams
Food—Marie McK. Adams
Garden—Cora Harris
Motion Picture-Theatrical—Emery Wister
Society—Marie McK. Adams

CHARLOTTE (N. C.), OBSERVER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Business Review (Jan.); Farm (Feb.); Sports (Sept.).
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food pages, Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. C. Page, Jr.
Book—Wriston Locklair
Business-Financial—James Caldwell
Church—Granbery Dickson
Columnists—Kays Gary; Gus Travis
Editorial Writers—Rupert Gillett; Hal Tribble;
Farm—Randolph Hancock
Fashion—Anne Parrish
Food—Eudora Garrison
Librarian—Elizabeth Page
Motion Picture-Theatrical—Wriston Locklair
Music—Wriston Locklair
Photo. Dept. Mgr.—James Dumbell
Radio-Television—Wriston Locklair
Real Estate—Roy Covington
Society—Jane Rogers

CONCORD (N. C.), TRIBUNE (e ex. Sat) (S)
Run-of Paper Color Advs: 1 color.
Advs. Not Accepted: Liquor; wine; beer.
No Editions: Thanksgiving; Christmas.
Syndicated Magazine Section Carried: The Family Weekly.
Radio Station Affiliation; WEGO.
DEPARTMENAT EDITORS and/or MANAGERS
Church—Alene Ventura
Editorial Writers—Jesse Poindexter; E. Ray King.
Farm—Kay Harbison
Fashion—Katherine Lentz
Photo. Dept. Mgr.—James M. Babb
Society—Katherine Lentz

DUNN (N. C.), RECORD (e)
Split Run Advertising:
Special Editions: Tobacco Edition (Aug.); Fashion (Apr.); Fashion (Oct.); Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Strickland
Aviation—Robert Strickland
Book—Bobbie Whittenton
Business-Financial—Hoover Adams
Church—Sylvia Slaughter
Columnist—Hoover Adams
Editorial Writers—Hoover Adams; Mel Adams
Education—Lois Byrd
Farm—T. M. Stewart
Fashion—Bobbie Whittenton
Food—M. S. Adams
Garden—Sylvia Slaughter
Librarian—Mack Dawson
Motion Picture-Theatrical—Henry Adams
Music—Sylvia Slaughter
Photo.Dept. Mgr.—H. H. Adams
Picture Editor—H. H. Adams
Radio-Television—H. H. Adams
Real Estate—Dougald Coxe
Travel—Hoover Adams
Society—Mel Adams

DURHAM (N. C.), HERALD (m) (S); SUN (e)
Split Run Advertising: Every-other paper
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Radio Station Affiliation: WDNC.
Television Station Affiliation: WTVD.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Hodges (m); W. B. Strawn (e)
Aviation—Ed Hodges (m); W. B. Strawn (e)
Book—Herbert Bradshaw (m); John R. Barry (e)
Business-Financial—Steed Rollins (m); H. B. Webb (e)
Cartoonists—John Sink (m); John Wilson Jr. (e)
Church—Herbert Bradshaw (m); Wyatt Dixon (e)
Columnists—W. B. Whitley (m); Wyatt Dixon (e); J. W. Duke (e)
Editorial Writers—Steed Rollins (m); Herbert Bradshaw (m); John R. Barry (e); H. B. Webb (e)
Education—Herbert Bradshaw (m); J. R. Barry (e)
Farm—Ed Hodges (m); H. B. Webb (e)
Fashion—Suzzane Jones (m); Sarah Cash (e)
Food—Harry Hollingsworth
Garden—Ed Hodges (m); Joyce Adams (e)
Librarian—Harry Hollingsworth (m); John Langston (e)
Motion Picture-Theatrical—Thomas McCaughelty (m); Wyatt Dixon (e)
Music—Herbert Bradshaw (m); J. R. Barry (e)
Photo. Dept. Mgr.—Chas. Cooper (m); Weaver Tripp (e)
Travel—James Shumaker
Society—Suzzane Jones (m); Grace Upchurch (m); Sarah Cash (e)

GOLDSBORO (N. C.), NEWS-ARGUS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Annual Special Editions: Progress Edition (Jan.); Bargain Days (Feb.); Spring Fashions (Easter); Tobacco Edition (Aug.); Goldsboro Days (Aug.); Furniture Fair (Sept.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frances Tew
Book—Henry Belk
Business-Financial—Frances Tew
Cartoonists—Zeno Spence
Church—Clara Bradshaw
Columnists—Jack Lee; Bill Justice; Paul Zarwick; George Johnson
Editorial Writer—Henry Belk
Education—Clara Bradshaw
Farm—Paul Barwick
Fashion—Jean Powell
Food—Jean Powell
Librarian—Clara Bradshaw
Motion Picture-Theatrical—George Johnson
Music—Jean Powell
Photo. Dept. Mgr.—Bill Futrelle
Picture Editor—Frances Tew
Radio-Television—George Johnson
Real Estate—Bill Justice
Travel—Jean Powell
Society—Jean Powell

GREENSBORO (N. C.), RECORD (e); NEWS (m) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Television Station Affiliation: WFMY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Evangeline Davis (m) (S)
Business-Financial—Marvin Sykes (e)
Church—Dorothy Benjamin (e)
Columnists—Jo Spivey (e); Anne C. White (e); William C. Burton (S)
Editorial Writers—H. W. Kendall (m) (S); William Polk (m) (S); William Snider (m) (S); Colvin T. Leonard (e); Bertram H. Brown (e)
Education—Lane Kerr (m) (S)
Food—Phyllis McLeod (e)
Photo. Dept. Mgr.—James Wommack (m)
Real Estate—Marvin Sykes (e)
Society—Anne Cantrell White (m) (S) (e)

GREENVILLE (N.C.), REFLECTOR (e)
Special Editions: Farm Edition (Apr); Women's Spring Fash. (Apr); Men's Spring Fash. (Apr); Fall Fashions (Sept).
No Editions: July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—David J. Whichard; Donald C. Schlienz
Farm—Alvin Taylor
Society—Mrs. M. D. Warren

HENDERSON (N. C.), DISPATCH (e)
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Sept.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Henry A. Dennis

HENDERSONVILLE (N. C.), TIMES-NEWS (e)
Advs. Not Accepted: Liquor; coin machines; work at home.
Special Editions: Horse Show (July); N. C. Apple Festival (Aug.); Back to School (Sept.); Western N. C. Fair (Sept.); Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Lindsey
Business-Financial—C. M. Ogle
Church—Leo H. Wise
Editorial Writers—J. T. Fain; C. M. Ogle
Farm—J. T. Fain, Jr.
Fashion—Mrs. C. R. McManaway
Librarian—Robt. Collins
Photo. Dept. Mgr.—Robt. Collins
Picture Editor—Robt. Collins
Real Estate—J. T. Fain, Jr.
Society—Mrs. C. R. McManaway

HICKORY (N. C.), RECORD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Wed. and Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Million $$$ Days (July & Aug.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Burch Allison
Aviation—L. C. Gifford
Book—Mary Elliott Henderson
Business-Financial—Floyd A. Powell
Church—Mabel Miller Rowe
Columnists—Helen Ross; Wake Bridges
Editorial Writers—L. C. Gifford; Floyd Powell
Society—Mabel Miller Rowe

HIGH POINT (N. C.), ENTERPRISE (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (Apr.); Fall Style (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe E. Brown
Aviation—Leon Burnett
Book—Leon Burnett
Business-Financial—Joe E. Brown (e); William A. Hackney (S)
Church—Mrs. Jean Brown
Columnists—Holt McPherson; W. A. Bivins; Gene Brown; Forrest Cates; William A. Hackney (S)
Editorial Writers—Holt McPherson (e) (S); William A. Hackney (S)
Education—Robert Marks
Farm—Joe E. Brown
Fashion—Madeline Hoover
Food—Madeline Hoover
Garden—Madeline Hoover
Librarian—Robert Marks
Motion Picture-Theatrical—Wm. A. Hackney
Music—James Bergen
Photo. Dept. Mgr.—Don Sturkey
Picture Editor—Joe E. Brown
Radio-Television—Joe E. Brown
Real Estate—Joe E. Brown
Travel—Joe E. Brown
Society—Madeline Hoover

JACKSONVILLE (N. C.), NEWS (m)
Run-of-Paper Color Advs: 1 color.
Special Editions: Spring Fashion (Mar.); Graduation (May); Back-to-School)(Aug.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gilson Prather; J. B. Robinson.

KANNAPOLIS (N. C.), INDEPENDENT (e ex Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Mon., Wed., & Sat.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Marsden
Book—Jazzy Moore
Church—Ruby Elliott
Columnists—Bill Workman; Jazzy Moore; Frankie Patterson; Jim McAllister; Betty Moore; Charles Marsden
Editorial Writer—Paul Caldwell
Farm—Jim McAllister
Fashion—Betty Moore
Motion Picture-Theatrical—Bill Workman
Photo. Dept. Mgr.—Earl Graham
Picture Editor—Earl Graham
Real Estate—Bill Maultsby
Society—Betty Moore; Ruby Elliott

SENCLAND
Southeastern North Carolina 8-county market

HERE . . . IS BUYING POWER!

Southeastern North Carolina
$248,652,000
EFFECTIVE BUYING POWER IN COMPACT 8-COUNTY AREA
YOU CAN REACH THIS RICH MARKET
effectively with your advertising message in the
WILMINGTON, N. C.
Star-News Newspapers
MORNING EVENING SUNDAY

LOOK AT THESE MARKET FACTS

TOTAL RETAIL SALES	$193,154,000	City Population	52,500
Food Sales	44,283,000	Population of 8-county area	341,600
Drug Sales	5,874,000	Effective buying income	$248,652,000
Automotive	46,858,000		

In This Market, There Is No Substitute For Star-News Newspapers
Represented Nationally by The Branham Co.
Market data from Sales Management Survey of Buying Power 1954

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KINSTON (N. C.), FREE PRESS (e)
Advs. Not Accepted: Alcoholic beverages; Fortune-telling.
Special Editions: Tobacco Edition (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. P. Strother
Aviation—J. P. Strother
Book—J. P. Strother
Business-Financial—H. Galt Braxton
Church—James Register
Editorial Writers—H. Galt Braxton; J. P. Strother
Education—J. P. Strother
Farm—Graham Jones
Fashion—Miss Miriam Maynard
Food—Miriam Maynard
Garden—Miriam Maynard
Librarian—Mrs. Lynnette Holt
Motion Picture-Theatrical—James Register
Music—Miriam Maynard
Photo. Dept. Mgr.—James Register
Picture Editor—J. P. Strother
Radio-Television—James Register
Real Estate—James Register
Travel—J. P. Strother
Society—Mrs. Lynnette Holt

LENOIR (N C), NEWS-TOPIC (e)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.

LEXINGTON (N. C.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Fri.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe S. Sink
Aviation—J. E. Wilkins, Jr.
Book—Mrs. Stokes Adderton
Business-Financial—E. E. Witherspoon
Church—Mrs. Stokes Adderton
Columnists—Fred O. Sink, Jr.
Editorial Writers—E. E. Witherspoon; L. A. Martin; Mrs. Stokes Adderton
Farm—J. E. Wilkins
Fashion—Mrs. Stokes Adderton
Food—Mrs. Stokes Adderton
Motion Picture-Theatrical—Joe S. Sink
Photo. Dept. Mgr.—H. L. Banks, Jr.
Picture Editor—H. L. Banks, Jr.
Real Estate—J. E. Wilkins
Society—Mrs. Stokes Adderton

LUMBERTON (N. C.), ROBESONIAN (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Penn Gray
Church—Hazel MacNeil
Editorial Writer—J. A. Sharpe, Jr.
Farm—J. A. Sharpe, Jr.
Fashion—Hazel MacNeil
Food—Theresa Thomas
Garden—Theresa Thomas
Photo. Dept. Mgr.—Penn Gray
Picture Editor—Penn Gray
Society—Hazel MacNeil

NEW BERN (N. C.), SUN-JOURNAL (m) (e)
Run-of-Paper Color Advs.: 1 color. 3 Day Leeway.
Advs. Not Accepted: Mail order.
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. M. Diggs.

NEWTON (N. C.), CATAWBA NEWS-ENTERPRISE (e)
Special Editions: Men and Women of Year (Dec.); News-Enterprise Anniversary (Feb.); 4-H Clubs, Farms (Mar.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Fri.
Radio Station Affiliation: WNNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tim T. Craig
Aviation—John R. E. Booker
Book—Robert H. Morrison
Business-Financial—Betty Morrison
Cartoonist—Phillip Moose
Church—Terrell Shoffner
Columnists—T. O. Smith; Dorothy Yount; Cecile Bost; Craig Bell
Editorial Writer—Evelyn Odum
Education—Charles J. Preslar, Jr.
Farm—Craig Bell
Fashion—Betty Morrison
Food—Leila Webster
Garden—T. O. Smith
Librarian—Edna Mae Herman
Motion Picture-Theatrical—Clarence T. Fox, Jr.
Photo. Dept. Mgr.—John Kyles
Picture Editor—Charles Oxenford
Radio-Television—Doris Hurley
Real Estate—Robert Walker
Travel—Bill Falls
Society—Frances Moose

RALEIGH (N. C.), NEWS and OBSERVER (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm Edition (Feb.); Shoe Edition (Mar.); Men's Wear (Apr.); Furniture (Apr. & Sept.); Educational (May).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. H. Duncan
Book—Jay Jenkins
Business-Financial—W. G. Womble, Jr.
Cartoonist—Bill Ballard
Church—James Whitfield
Columnists—Bill Humphries; Sam Ragan; Bugs Barringer; Nell Battle Lewis; Margarette Smethurst
Editorial Writers—Jonathan Daniels; Robert E. Williams
Education—James Whitfield
Farm—Bill Humphries
Fashion—Dorothy Cameron
Food—Dorothy Cameron
Garden—Herbert O'Keef
Librarian—Lorette Oglesby
Motion Picture-Theatrical—Jane Hall
Music—Jane Hall
Photo. Dept. Mgr.—Lawrence Wofford
Picture Editor—W. G. Womble, Jr.
Radio-Television—Jane Hall
Real Estate—Herbert O'Keef
Travel—Herbert O'Keef
Society—Dorothy Cameron

RALEIGH (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 2 colors. 3 day leeway.
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greeting (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Mrs. R. N. Simms
Editorial Writer—R. N. Duckett
Society—Nancy Duckett

REIDSVILLE (N. C.), REVIEW (e ex. Sat)
Advs. Not Accepted: Liquor; Wine.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Marion Ward
Editorial Writers—C. R. Oliver; Manton Oliver
Picture Editor—John A. Oliver
Society—Marion Ward

ROANOKE RAPIDS (N. C.), HERALD (e) (S)
Special Editions: Graduation (May); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Don Hall
Farm—Jim Echols
Fashion—Carter Croft
Food—Carter Croft
Photo. Dept. Mgr.—Carl Churchill
Picture Editor—Jim Echols
Society—Carter Croft

ROCKY MOUNT (N. C.), TELEGRAM (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Tobacco Edition (Aug.); Trade Days (Oct. & Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Grocery section on Thurs.
Radio Station Affiliation: WCEC - WFMA.
Television Station Affiliation: WNCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Bill Rumfelt
Church—Billy Johnson
Columnists—Billy Johnson; Bob Williams
Editorial Writers—Vernon Sechriest; Ed Fike
Farm—Clarence Lane
Fashion—Vivian McMillan
Food—Nancy Eason
Motion Picture-Theatrical—Tom Faison
Photo. Dept. Mgr.—Charlie Killebrew
Picture Editor—Bill Rumfelt
Radio-Television—Tom Faison
Society—Vivian McMillan

SALISBURY (N. C.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Father's Day (June); Graduation (May).
No Editions: Christmas.
Syndicated Magazine Section Carried: The Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Carl Spencer
Columnists—Neath Thomas
Editorial Writers—Spencer Murphy
Farm—Homer Lucas
Picture Editor—John Suther
Society—Mary L. Collins

SANFORD (N. C.), HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Aug.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Cooking Recipes every Sat.
Radio Station Affiliation: WWGP-AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert H. Mason
Church—Edna H. Byerly
Columnists—Edna Byerly; E. H. Jennes; Mary Medley
Editorial Writers—Robert H. Mason
Farm—E. H. Jennes
Fashion—Edna Byerly
Food—Edna Byerly
Photo. Dept. Mgr.—Luman Moore
Picture Editor—Robert Mason
Radio-Television—E. H. Jennes
Society—Edna Byerly

SHELBY (N. C.), STAR (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. L. Green, Jr.
Business-Financial—H. L. Weathers
Church—James Jolley
Editorial Writers—Wm. L. Green, Jr.; John W. Cannon.
Farm—James Jolley.
Fashion—Erma J. Drum
Food—Erma J. Drum
Photo. Dept. Mgr.—H. L. Weathers

STATESVILLE (N. C.), RECORD & LANDMARK (e)
Run-of-Paper Color Advs: Up to 2 colors.
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Doris Waugh Betts
Columnist—J. P. Huskins
Editorial Writers—J. P. Huskins; W. M. Moore
Photo. Dept. Mgr.—Bob Plyler

WILMINGTON (N. C.), STAR (m); NEWS (e ex. Sat); STAR-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Azalea Festival (Apr.); Annual Business Review (Feb.); Resort Edition (May).
No Editions: Christmas.
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Buck Meyers
Editorial Writers—Luman Wells; Al G. Dickson
Farm—Julien Martin
Fashion—Pansy Lane; Virtie Stroupe
Food—Pansy Lane; Virtie Stroupe
Garden—Pansy Lane; Virtie Stroupe
Librarian—Mary Jane Wade
Photo. Dept. Mgr.—Buck Meyers
Picture Editor—Jim Wilson
Society—Pansy Lane; Virtie Stroupe

WILSON (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily
Special Editions: Tobacco Edition (Aug.).
No Editions: July 4th; Thanksgiving; Christmas.
Television Station Affiliation: WNTC, Greenville.
DEPARTMENTAL EDITORS adn/or MANAGERS
Columnist—Hugh Johnston
Editorial Writer—Herbert D. Brauff
Farm—Vernon Morton
Fashion—Elizabeth Peele
Society—Elizabeth Peele

WINSTON-SALEM (N. C.), JOURNAL (m); SENTINEL (e); JOURNAL AND SENTINEL (S)
Print Run-of-Paper Color Advs.: Up to 3 colors. One week advance reservation and 5 days leeway on two and three color work. Also minimum 1000 lines on two and three colors and black. No minimum size requirement on spot (one color and black) color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; mail-order; medicine.
Group Membership: Jessie's Notebook.
Food and/or Household Dept.: Food column and food pages Fri. (m); Thurs. (e) & Sun.
Radio Station Affiliation: WSJS.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Pat Kelly (m) (S); Frances Griffin (e)
Business-Financial—Robert Lewis (m); Robert Barnard (S)
Cartoonists—Fred Elliot (m); Al Webb (S)
Church—John Herndon (e)
Columnists—Roy Thompson (m) (S); John Wesley Clay (m); Francis C. Anscombe (e); Clay Ferree (S)
Editorial Writers—A. Reed Sarratt Jr. (m) (e); H. Clay Ferree (m) (e); A. G. Ivey (m) (e); Hoke Norris (m) (e); James B. L. Rush (m) (e); Santford Martin
Education—Wesley Hayden (m) (S); Howard Meyers (e)
Farm—Martin Howard (m) (S)
Fashion—Clara Belle LeGrand (m) (S); Annie Lee Singletary (e)
Food—Beth Tartan (m) (S); Catherine Fassett (e)
Librarian—Doris Tyson (m) (e) (S)
Motion Picture-Theatrical—Rixie Hunter (m); Frances Griffin (e); Pat Kelly (S)
Music—Lucille Cathey (m); Frances Griffin (e)
Photo. Dept. Mgr.—Frank Jones (m) (S); Bill Ray (e)
Picture Editor—Gowan Caldwell (m); Frank Clingman (S)
Radio-Television—Ed Friedenberg (e); Pat Kelly (S)
Travel—Pat Kelly (m) (S)
Society—Elizabeth Trotman (m) (S); Annie Lee Singletary (e)

NORTH DAKOTA

BISMARCK-MANDAN (N. D.), TRIBUNE (e)
Advs. Not Accepted: Mail order; fortune telling; marriage clubs.
Special Editions: Style (May); Style (Sept.); Farm (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Jack E. Case
Editorial Writers—John O. Hjelle
Education—Mary Jane Low
Farm—Larry Chambers
Fashion—Mary Jane Low
Food—Alice Marie Krahn
Music—Mary Jane Low
Photo. Dept. Mgr.—Leo LaLonde

DEVILS LAKE (N. D.), JOURNAL (e ex. Sat)
Special Editions: Spring Opening (Apr.); Back to School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Leonard Lund
Editorial Writer—R. L. Dushinske; L. Lund.
Society—Mrs. R. L. Dushinske

DICKINSON (N. D.), PRESS (m)
Special Editions: July, Nov., Dec.
No Editions: Six holidays.

FARGO (N. D.), FORUM (m ex. Mon) (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Advs. Not Accepted: Liquor; beer (S).
Radio Station Affiliation: WDAY.
Television Station Affiliation: WDAY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ross Phipps
Aviation—Stanley Cowan
Book—Ruth Fairbanks
Business-Financial—Stanley Cowan
Church—Bernice Oliver
Farm—Wally Lindell
Fashion—Ruth Fairbanks
Food—Ruth Fairbanks
Garden—Lloyd Sveen
Librarian—Jean Dunlap
Motion Picture-Theatrical—Roy Johnson
Music—F. Schoff
Photo. Dept. Mgr.—Gifford Herron
Picture Editor—Gifford Herron
Radio-Television—Lloyd Sveen
Travel—Lloyd Sveen
Society—Ruth Fairbanks

GRAND FORKS (N. D.), HERALD (m ex. Mon) (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily and Sun.
Split Run Advertising: Every-other Paper.
Special Editions: (m & e) Farm (Apr.); Farm & Home (Mar.); (S) Spring Fashion (May); Back to School (Aug.); Christmas Catalog (Nov.).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: KILO.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—William Julisson
Church—L. C. Tinnes
Columnists—M. M. Oppegard; C. D. Locklin; Alvin Austin; Loel Schrader
Editorial Writers—M. M. Oppegard; C. D. Locklin
Education—E. C. Eyler
Farm—R. G. Davies
Fashion—Edith Thompson
Food—Sally E. Glein
Garden—R. G. Davies
Librarian—Roberta Bertram
Motion Picture-Theatrical—Roberta Bertram
Music—Edith Thompson
Photo. Dept. Mgr.—Reinie Eveslage
Society—Edith Thompson

JAMESTOWN (N. D.), SUN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. G. Hansen
Church—Marianne O'Neile
Editorial Writers—William Wright; Robert Raymer
Farm—Ralph Scott
Food—Mrs. Gordon Hansen
Society—Ina Cook

MINOT (N. D.), NEWS (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Clairvoyant; fortune-telling; matrimonial.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bernard Peterson; Robert Cory; Jack Bone; Blanche Lynch; James Sullivan

VALLEY CITY (N. D.), TIMES RECORD (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: N.D. Winter Show (Mar.); Lake Astabula Water Carnival (June); 4-H Achievement (Sept.); Christmas Shopping (Nov.); Progress (Jan.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept: Homemakers Page Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—C. Vandestreek
Editorial Writers—Seth Carlson; Stan Cann
Farm—Stan Cann
Society—Shirley Kringlie

WILLISTON (N. D.), HERALD (e)
Special Editions: Christmas (Dec.), Spring Style (Apr.).
No Editions: Christmas; New Years.

OHIO

AKRON (Ohio), BEACON-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Syndicated Magazine Section Carried: Parade.
Group Membership: Locally Edited Group.
Radio Station Affiliation: WAKR.
Television Station Affiliation: WAKR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kuebler
Aviation—Helen Waterhouse
Book—Margot Jackson
Business-Financial—Joseph Kuebler; George Hattie
Cartoonist—Ned White
Church—Lloyd Stoyer
Columnists—Kenneth Nichols; Terry Turner; Sam Radak
Editorial Writers—Tom Horner; R. H. Stopher; J. S. Jackson; Ray C. Sutliff
Education—William D. Schlemmer
Farm—James D. Callahan
Fashion—Marion Geyer
Food—Jean McGhie
Garden—Kate Clapp
Librarian—Mae Steinbach
Motion Picture-Theatrical—A. L. Cullison
Music—Oscar Smith
Photo. Dept. Mgr.—Julius Greenfield
Picture Editor—A. L. Cullison
Radio-Television—A. L. Cullison
Real Estate—Oscar Smith
Travel—A. F. Falk
Society—Betty Jaycox

ALLIANCE (Ohio), REVIEW (e)
Advs. Not Accepted: Competitive out of town copy; mail order.
Radio Station Affiliation: WFAH.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—C. D. Steffy
Farm—Wm. McCarty
Society—Mrs. Edward Yarnell

ASHLAND (Ohio), TIMES-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Liquor; display in local competition.
Special Editions: Dollar Days (Feb. & Aug.); Graduation (May or June); Spring Opening (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick O'Hara
Book—Don E. Beattie; Dick O'Hara; Margaret Fitzgibbons
Business-Financial—Dick O'Hara
Church—Dick O'Hara
Columnists—Don E. Beattie; Margaret Fitzgibbons; Bob Dixon
Editorial Writer—Don E. Beattie
Education—Don E. Beattie; Margaret Fitzgibbons
Farm—John Thomas
Fashion—Sonia Welsh
Food—Sonia Welsh
Motion Picture-Theatrical—Sonia Welsh
Music—Margaret Fitzgibbons
Photo. Dept. Mgr.—William Howell

(Continued on page 218)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OHIO—Cont'd

(Continued from page 217)

ASHLAND (OHIO) TIMES-GAZETTE—Cont'd
Picture Editor—Don E. Beattie
Radio-Television—Margaret Fitzgibbons
Society—Sonia Welsh

ASHTABULA (Ohio), STAR-BEACON (e)
Run-of-Paper Color Advs.: 1 color, one week notice; 2 days leeway required, but will publish day specified, if possible.
Advs. Not Accepted: Liquor, horse racing.
Special Editions: Back to School (Aug.); Dollar Value Day (Feb. & Aug.); Spring Fashion (Mar.); Christmas Tree Lane (Nov.).
No Editions: New Years; Christmas; Thanksgiving; Memorial Day; Labor Day; July 4th.
Radio Station Affiliation: WICA-AM and WICA FM.
Television Station Affiliation: WICA-TV.

ATHENS (Ohio), MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Christmas (Nov.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John V. Webb
Aviation—G. K. Bush
Church—Chas. Reamer
Editorial Writers—G. K. Bush; C. H. Harris
Education—Chas. Reamer
Farm—Chas. Reamer
Fashion—Gywen Roach
Food—Gywen Roach
Garden—Gywen Roach
Picture Editor—John V. Webb
Radio-Television—John V. Webb

BELLEFONTAINE (Ohio), EXAMINER (e)
Advs. Not Accepted: Liquor, mail order; vending machine
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Dalton Young

BOWLING GREEN (Ohio), SENTINEL-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Liquor.
Annual Special Editions: Back to School (Aug.); Christmas Opening (Nov.); Christmas Greeting (Dec.); Oil Week (Oct.); Fire Prevention (Oct.); Food Cooking School (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Jones
Aviation—Paul W. Jones
Book—Richard C. Carpenter
Business-Financial—Paul W. Jones
Church—Minniebelle Conley
Editorial Writer—Paul W. Jones
Education—Paul W. Jones
Farm—Arlean Ott
Fashion—Minniebelle Conley
Food—Minniebelle Conley
Garden—Margaret Frost
Librarian—Paul W. Jones
Picture Editor—Paul W. Jones
Radio-Television—Dean Wakefield
Real Estate—Paul W. Jones
Travel—Paul W. Jones
Society—Minniebelle Conley

BUCYRUS (Ohio), TELEGRAPH-FORUM (e)
Advs. Not Accepted: Mail order.
Special Editions: Bucyrus Days.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. D. Armstrong
Business-Financial—C. S. Boryczka
Church—Joyce Dickey
Columnist—R. C. Hoiles
Editorial Writers—Adam Boryczka; Don Wynn
Education—A. J. Boryczka
Farm—F. G. Kirby
Motion Picture-Theatrical—G. E. Gilbertsen
Photo. Dept. Mgr.—Don Wynn
Radio-Television—Joyce Dickey
Society—Dorothy Stover

CAMBRIDGE (Ohio), JEFFERSONIAN (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Advs. Not Accepted: Alcoholic beverages; vending machines.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Radio-Television—Mrs. Lathiel Winters
Society—Mrs. Nola R. Goodpaster

CANTON (Ohio), REPOSITORY (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex Thurs.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending Machine; Mail order.
Special Editions: Christmas Edition (Nov.); Auto Show Edition (Apr.); Home Show Edition (Mar.).
No Editions: (e) Christmas.
Food and/or Household Dept.: Daily food columns; full food section on Thurs.
Radio Station Affiliation: WHBC & WHBC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Laston
Aviation—Frank Laston
Book—James Meade
Business-Financial—Joseph M. Koren
Cartoonist—Roy Hearn
Church—Gretchen Putnam
Columnists—Truman Twill; Wilkins Weber; Mary Peebles
Editorial Writer—Darrel Mansell
Education—Helen Carringer
Farm—Allan Simpson
Fashion—Ann Corbets
Food—Louise Meek
Librarian—Janice Case
Motion Picture-Theatrical—Willard Benjamin
Music—Willard Benjamin
Photo. Dept. Mgr.—Cliff Haga
Picture Editor—Clayton G. Horn
Radio-Television—Willard Benjamin
Real Estate—Gilbert Shepard
Society—Ann Corbets

CELINA (Ohio), STANDARD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Vacation (May); Christmas (Nov.).
No Editions: New Years; Christmas; Thanksgiving; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Parker R. Snyder
Cartoonist—Jean Muntzinger
Church—Dorothy Manier
Columnists—Tom Percy; Jim Arnold
Editorial Writers—Tom Percy; Parker R. Snyder
Education—Mary Goodwin
Farm—Roy Garwin
Fashion—Mary Goodwin
Food—Barbara Cox
Librarian—Mary Goodwin
Motion Picture-Theatrical—Betty Rhyne
Photo. Dept. Mgr.—Roy Garwin
Radio-Television—Roy Garvin
Society—Barbara Cox

CHILLICOTHE (Ohio), GAZETTE (e)
Special Editions: Ross Co. Fair (Aug.); Progress Edition (Feb.); Cooking School (Mar.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. C. Oyer.

CINCINNATI (Ohio), ENQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors daily. Sun., when available.
Split Run Advertising: Geographically Kentucky Edition. Also every-other Paper.
Special Editions: Women's Fashion (Mar. & Sept.); School; Home Fashions; Carpet; Financial & Business Review (Jan.); Travel (S) (5 times); Christmas Gift Guide (S) (Roto) (Nov.); Garden (S)(Spring); Cook Book (Fall) (Tab).
Print Own Magazine: Yes.
Magazine Sections Carried: (S) This Week; American Weekly.
Group Membership: Jessie DeBoth; Nancy Sasser; Metropolitan Group.
Food and/or Household Dept.: Food column every Tues., Thurs. & Fri. Retail Food Adv. Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert C. Beiser
Aviation—Robert F. Stayman
Book—Fred Yeiser
Business-Financial—Jack Dudley
Cartoonists—L. D. Warren; Harold Russell
Church—Ann Russell
Columnists—Ollie James; Mildred Miller; Jack Ramey; Dave Roberts; Glenn Thompson; Brady Black; James H. Ratliff
Editorial Writers—Ollie James; William H. Hessler; Fred Yeiser; Forrest Davis; Dave Roberts
Education—Ann Russell
Farm—Charles Durrett
Fashion—Mary Gorey
Food—Dorothea Hake
Garden—Dorothea Hake
Librarian—Roscoe Eads
Motion Picture-Theatrical—E. B. Radcliffe
Music—Arthur Darack
Photo. Dept. Mgr.—Herbert Heise
Picture Editor—John Caldwell
Radio-Television—James Devane
Real Estate—Ralph Weiskittel
Travel—Dave Roberts
Society—Mary Gorey

CINCINNATI (Ohio), TIMES-STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. 5 days.
Split Run Advertising: Geographically Kentucky Edition. Every-other Paper.
Special Editions: Travel (Jan. & June); Home (May); Christmas Gifts (Dec.); Food-Home Show (Aug.).
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WKRC-AM & FM.
Television Station Affiliation: WKRC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles R. Bonner
Business-Financial—Bernard Boer
Cartoonists—Claude Shafer; George Bristol
Church—Paul Sullivan
Columnists—Nixson Denton; Joseph Sagmaster; George Stimson; Groverman Blake; Jerry Hurter; Joseph Garretson; Joseph Kolling
Editorial Writers—George Stimson; Groverman Blake; Joseph Sagmaster
Education—Ruth Ramer
Farm—Ellis Rawnsley
Fashion—Sara M. Austin
Food—Sara M. Austin
Garden—Daisy Jones
Librarian—Norma Bunting
Motion Picture-Theatrical—Henry Humphrey
Music—Henry Humphrey
Photo. Dept. Mgr.—William Russell
Picture Editor—Jerry Hurter
Radio-Television—Charlton Wallace
Real Estate—Walter Brinkman
Travel—Fred Burns
Society—Sara M. Austin

CLEVELAND (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Some medical.
Special Editions: Financial Review (Jan.); Home & Flower Show (Feb. or Mar.); Metropolitan Opera Section (Mar. or Apr.); Men's Spring Fashions (Mar. or Apr.); Educational Section (Aug.); Women's Fall Fashions (Sept.); Men's Fall Fashions (Sept.); National Home Week (Sept.); Christmas Gift Guide (Nov.); Christmas Book Section (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Food; Wed., Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alvin Rothenberg
Aviation—Ralph Platt
Book—Frank O'Neill
Business-Financial—Jack Cleary
Cartoonist—John Hudson
Church—William Dinwoodie
Columnists—Howard Preston; Ed Bang; Ralph Kelly; Ed McAuley; Sidney Andorn
Editorial Writers—Jack Kennon; Lawrence Levenberg; Paul Myhre
Education—William Faulkner
Fashion—Eve Keleher
Food—Ruth Merriam Spaeth
Garden—Paul Young
Librarian—Louise Brown Runyan
Motion Picture-Theatrical—Arthur Spaeth
Music—Elmore Bacon
Photo. Dept. Mgr.—Perry Cragg
Picture Editor—Charles Haughney
Radio-Television—Maurice Van Metre
Real Estate—Jay Taylor
Travel—Claude Verne Talbot
Society—Eve Keleher

CLEVELAND (Ohio), PLAIN DEALER (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor (S).
Annual Special Editions: Business & Financial Review (Jan.); (S) Spring Travel; Summer Travel; Winter Preview Travel (Nov.); Winter (Dec.); & Midwinter Travel (Jan.); International Travel (Feb.); Home & Flower Show Section (Mar.); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan; Nancy Sasser; Outdoor Tips.
Food and/or Household Dept.: Daily and Sun. food column and household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Linge
Aviation—Wilson Hirschfeld
Book—Robert I. Snajdr
Business-Financial—John Bryan
Cartoonists—Edward D. Kuekes; Alex Burns Cook
Church—Richard Wager
Columnists—P. W. Porter; William McDermott; Charles A. Lawrence; Claire MacMurray; Eleanor Clarage
Editorial Writers—Ralph Donaldson; Spencer Irwin; Roelif Loveland; Edwin T. Randall; Peter Greenough; John Huth.
Education—George Barmann
Fashion—Winifred Goodsell
Food—Helen Robertson
Garden—Besse Howells
Librarian—William Preston
Motion Picture-Theatrical—Ward Marsh
Music—Herbert Elwell
Photo. Dept. Mgr.—Ted Vorpe
Picture Editor—Ed Rice
Radio-Television—George Condon
Real Estate—Adin T. Rider
Travel—Harry W. Smith
Society—Harlowe Hoyt

CLEVELAND (Ohio), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Childrens Book Fair (Oct.); Do-It-Yourself (Oct.); Financial Review (Jan.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food column.
Television Station Affiliation: WEWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Tanner
Aviation—Charles Tracy
Book—Emerson Price
Business-Financial—Robert Seltzer
Cartoonists—Jim Herron; Lou Darvas
Church—Frank Stewart
Columnists—John Love; Fred Sterbenz; David Dietz
Editorial Writers—Richard Peters; John Markham; Thomas Boardman
Education—Noel Wicol
Fashion—Elizabeth Luft
Food—Florence LaGanke
Garden—Henry Pree
Librarian—Lawrence Schreiber
Motion Picture-Theatrical—Omar Ranney
Music—James Frankel
Photo. Dept. Mgr.—Glenn Zahn
Picture Editor—Kenneth Solt
Radio-Television—Stanley Anderson
Real Estate—James Chandler
Travel—Ed Clarke

COLUMBUS (Ohio), CITIZEN (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions: Travel (Apr.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Keith Miller
Aviation—Harry Franken
Book—Jack Keller
Business-Financial—Chas. Baxter
Cartoonist—Al Getchell
Church—Florence Beatty
Columnists—Ben Hayes; Geo. Robey; Lew Byrer
Education—Catherine Sullivan
Farm—Geo. Zeis
Fashion—Jane Kehrer
Food—Angeline Beck
Garden—Geo. Zeis
Librarian—Beverly Bellows
Motion Picture-Theatrical—Norman Nadel
Photo. Dept. Mgr.—Dick Garrett
Radio-Television—Mrs. Jo Reed
Travel—Richard Tracy; Robert Havel
Society—Wm. G. Moore

COLUMBUS (Ohio), DISPATCH (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun. ex Thurs. & Fri.
Split Run Advertising: Every-other Paper.
Special Editions: Summer & Winter (Apr); Travel Numbers (June-Dec.-Jan); Cooking School (May); Home Builders (Apr).
Print Own Magazine: Yes.
Group Membership: Metropolitan; Jessie DeBoth; Nancy Sasser; Locally Edited Group; Comic Metro.
Food and/or Household Dept.: Food Columns Thurs; Roto Sun. Household-daily & Sun.
Radio Station Affiliation: WBNS
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. English
Book—Ernest Cady
Business-Financial—Robert N. English
Cartoonists—Ray Evans; James W. Baker
Church—Cristel Imes
Columnists—Johnny Jones; William Zipf; Mardo Williams
Editorial Writers—Laurence R. Connor; Ernest A. Cady; Harold A. Stacy
Education—Mary McGarey
Farm—William Zipf
Fashion—June Wells Dill
Food—Barbara Myers
Garden—Harry R. O'Brien
Librarian—Ray V. Blowers
Motion Picture-Theatrical—Samuel T. Wilson
Music—Samuel T. Wilson
Photo. Dept. Mgr.—Geo. A. Smallsreed, Jr.
Picture Editor—Walter J. Stahl
Radio-Television—Dean A. Myers
Real Estate—Richard P. Devine
Travel—Kenneth Hamrick
Society—Colleen Kocher

COLUMBUS (Ohio), OHIO STATE JOURNAL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending machines.
Special Editions: Progress (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. W. Carlisle
Aviation—Lester Hinshaw
Book—Harold W. Carlisle
Business-Financial—Justin Henley
Cartoonist—Bill Goodwin
Church—Marilyn Shaeffer
Columnists—Clyde D. Moore; Fern Sharp; Don Mack
Editorial Writers—Karl B. Pauly; Elmer Parkin; J. A. Meckstroth
Education—Daniel F. Flavin
Fashion—Mrs. Sarah L. Mills
Food—Mrs. Sarah L. Mills
Garden—Justin Henley
Motion Picture-Theatrical—Clyde D. Moore
Music—Clyde D. Moore
Photo. Dept. Mgr.—F. W. McCormick
Picture Editor—Charles M. Cummings
Radio-Television—Glenna Hunter
Real Estate—Justin Henley
Travel—Harrold C. Eckert
Society—Mrs. Sarah L. Mills

COLUMBUS (Ohio), STAR (Sat)
Run-of-Paper Color Advs.: Up to 3 colors
Split Run Advertising: Every-other Paper
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John F. Phillips
Cartoonist—Pedro Frau-Hutton
Columnist—Paul Pry, Jr.
Fashion—Franzi Barron
Motion Picture-Theatrical—Joe R. Mills
Radio-Television—Pauline Smith
Society—Pauline Smith

CONNEAUT (Ohio), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Easter; Christmas.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

COSHOCTON (Ohio), TRIBUNE (e) (S)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly
Radio Station Affiliation: WTNS.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Grier Coleman
Church—Helen Fallon
Columnists—Grier Coleman; Helen Fallon; Bob McCarty; R. B. Wallace
Editorial Writers—R. B. Wallace; Lester Boyd; W. C. Wallace.
Education—Lester Boyd
Fashion—Helen Fallon
Motion Picture-Theatrical—Grier Coleman
Photo. Dept. Mgr.—William Felver
Picture Editor—William Felver
Radio-Television—William Felver
Real Estate—Grier Coleman
Society—Helen Fallon

DAYTON (Ohio), JOURNAL-HERALD (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Brainard Platt
Aviation—William Hoth
Book—Merab Eberle
Business-Financial—Brainard Platt
Church—Bruce Hilton
Columnists—Dwight Young; Arthur Kany; Marj Heyduck; Chesta Fulmer; Brainard Platt; Clara Weisenborn; Merab Eberle
Editorial Writers—James Carroll
Education—Joseph Myers
Farm—Marion Esterline
Fashion—Marj Heyduck
Food—Marj Heyduck
Garden—Clara Weisenborn
Librarian—Ethel Harper
Motion Picture-Theatrical—Arthur Kany
Music—Merab Eberle
Photo. Dept. Mgr.—Robert Doty
Radio-Television—Brainard Platt
Real Estate—Brainard Platt
Society—Marj Heyduck

DAYTON (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Mail order; vending machine subject to approval.
Special Editions: National Homes Week (Sept.); Travel-Vacation (May).
Print Own Magazine: Yes.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William L. Sanders
Aviation—Richard Shearin
Book—Walt McCaslin
Business-Financial—Eldon Fisher
Church—Carl Lundquist
Columnists—Dale Stevens; Si Burick
Editorial Writers—Walter Locke; Francis P. Locke; Walter Rybeck
Education—Carl Lundquist
Farm—Jesse Garrison
Fashion—Betty Dietz

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DAYTON (OHIO) NEWS—Cont'd
Food—Betty Dietz
Garden—Bess Hardy
Librarian—Marie Koeker
Motion Picture-Theatrical—Dale Stevens
Music—Betty A. Dietz
Photo. Dept. Mgr.—Homer Hacker
Radio-Television—Dale Stevens
Real Estate—Eldon Fisher
Travel—Walt McCaslin
Society—Elizabeth Lyman

DELAWARE (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: Bargain Day (Aug.); County Fair (Sept.); Christmas (Nov.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Elsie Leady
Columnists—H. C. Reed; W. D. Thomson; H. C. Thomson
Editorial Writer—H. C. Reed
Education—K. C. Virtue
Farm—Virginia Cruikshank
Fashion—Elsie Leady
Photo. Dept. Mgr.—H. C. Reed
Picture Editor—H. C. Reed

EAST LIVERPOOL (Ohio), REVIEW (e)
Advs. Not Accepted: Liquor.
Special Editions: Building Edition (Apr.); Baby Edition (May); Fall Fashion Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur T. Thomas
Aviation—Arthur T. Thomas
Book—Arthur T. Thomas
Business-Financial—Paul Walton
Church—Howard J. Kaufman
Editorial Writer—Arthur T. Thomas
Education—Howard J. Kaufman
Farm—Glenn Waight
Fashion—Agnes Cleland
Food—Arthur T. Thomas
Garden—Robert Popp
Librarian—Agnes Cleland
Motion Picture-Theatrical—Arthur T. Thomas
Music—Agnes Cleland
Photo. Dept. Mgr.—Byron Eells
Picture Editor—Paul Walton
Radio-Television—John Moorehouse
Real Estate—Arthur T. Thomas
Travel—Arthur T. Thomas
Society—Agnes Cleland

EAST PALESTINE (Ohio), LEADER (e)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas; July 4th; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Margaret Ward
Business-Financial—Paul Merwin
Church—Paul Merwin
Editorial Writer—C. L. Merwin
Education—Paul Merwin
Farm—Paul Merwin
Fashion—Mrs. Margaret Ward
Food—Mrs. Margaret Ward
Garden—Paul Merwin
Librarian—Paul Merwin
Music—Paul Merwin
Society—Mrs. Margaret Ward

ELYRIA (Ohio), CHRONICLE-TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Wed. & Thurs.
Advs. Not Accepted: Help wanted, vending machine, liquor.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Spindler
Aviation—Mike Rubin
Book—Winifred Fay
Business-Financial—Paul Spindler
Cartoonist—George Innes
Church—Grace Tulk
Columnists—Bernice Gwinn; Russ Davies; Dorothy Funk; John Jackson; Kurt Wachenheim; Nancy Filmer; Thelma Finlay; Evelyn Andrews
Editorial Writers—J. C. George; Otto Schoepfle
Education—Grace Tulk; Kurt Wachenheim
Farm—Walter Godfrey
Fashion—Thelma Finlay
Food—Nancy Filmer
Garden—Dorothy Funk
Librarian—Patricia Mason
Motion Picture-Theatrical—Dorothy Funk
Music—Grace Tulk
Photo. Dept. Mgr.—Robert Emmons
Picture Editor—C. L. Bennett
Radio-Television—Ralph Shelden
Real Estate—Paul Spindler
Society—Thelma Finlay

FAIRBORN (Ohio), HERALD (e)
Advs. Not Accepted: Liquor; beer
Special Editions: Christmas (Dec.); Graduation (May); Building (Sept).
No Editions: New Years; Christmas; July 4th; Labor Day.

FINDLAY (Ohio), REPUBLICAN-COURIER (m)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs.Not Accepted: Alcoholic beverages; mail order.
Special Editions: Cooking School (Apr.); Back-to-school (Aug.); Spring fashion (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFIN, WFIN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin L. Heminger
Aviation—Edwin L. Heminger
Book—Albert S. Bryan
Business-Financial—R. L. Heminger
Church—John Lair
Columnist—Margaret Dennis
Editorial Writer—R. L. Heminger
Education—Margaret Dennis
Farm—John Hutson
Fashion—Lorraine Henry
Food—Lorraine Henry
Garden—Lorraine Henry
Librarian—Lucille Brown
Music—Allen Dudley
Photo. Dept. Mgr.—Robert Crawford
Picture Editor—Albert Bryan
Radio-Television—Allen Dudley
Real Estate—R. L. Heminger
Travel—Edwin L. Heminger
Society—Lorraine Henry

FOSTORIA (Ohio), REVIEW-TIMES (e)
Special Editions: Cooking School (Oct.); Back To School (Aug.); Christmas;(Dec.); National Homes (Sept. and Apr.).
No Editions: Christmas; New Years; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept.: Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bud Stump
Aviation—E. M. Hopkins
Book—Norman Gibson
Business-Financial—F. M. Hopkins
Church—Howard Wyatt
Columnist—Constance Rice
Editorial Writers—Fred M. Hopkins; V. E. Switzer
Education—Fred M. Hopkins
Farm—Gerald Wilder
Food—Marguerite Hopkins
Garden—Marguerite Hopkins
Librarian—Cordella Shoemaker
Motion Picture-Theatrical—Virginia Woodworth
Music—Constance Rice
Photo. Dept. Mgr.—Harry Stoneberger
Picture Editor—V. E. Switzer
Radio-Television—Howard Wyatt
Real Estate—V. E. Switzer
Travel—E. M. Hopkins
Society—Helen Miller

FREMONT (Ohio), NEWS-MESSENGER (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Glen Geib
Farm—Otto Smith
Society—Ilene Rock

GALION (Ohio), INQUIRER (e)
Advs. Not Accepted: Liquor, vending machines.
Annual Special Editions: Pre-Easter (Mar.); Pre-Vacation (Apr.); Pre-School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Walter S. Goshorn
Business-Financial—Walter S. Goshorn
Editorial Writer—Walter S. Goshorn
Music—Mrs. Ethel Dye
Photo. Dept. Mgr.—Robert G. Dever
Radio-Television—Mrs. Harriet Cummins
Society—Mrs. Ethel Dye

GALLIPOLIS (Ohio), TRIBUNE (e ex. Sat.)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dwight C. Wetherholt
Church—Vic Sherow
Columnists—Harry Hurn; Vic Sherow; Dwight C. Wetherholt
Editorial Writers—Vic Sherow; H. W. Wetherholt
Education—D. C. Wetherholt
Fashion—Eleanore Fuller
Librarian—D. C. Wetherholt
Photo. Dept. Mgr.—Charles Butler
Society—Eleanore Fuller

GENEVA (Ohio), FREE PRESS (e)
Advs. Not Accepted: Liquor; horse racing.
Special Editions: Greetings (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA-AM & FM.
Television Station Affiliation: WICA-TV.

GREENFIELD (Ohio), TIMES (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—G. P. Shrock
Editorial Writer—G. P. Shrock
Society—Virginia Griesheimer

GREENVILLE (Ohio), ADVOCATE (e)
Special Editions: Dollar Day (Feb. & Aug.); Greenville Day (Sept.).
No Editions: Christmas; New Years; July 4th; Labor Day; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. A. Browne, III
Aviation—Wm. A. Browne, III
Book—Wm. A. Browne, III
Business-Financial—Wm. A. Browne, III
Church—Wm. A. Browne, III
Columnist—James Light
Editorial Writer—David J. Deardourff
Education—Walter E. Browne, Jr.
Farm—Wm. A. Browne, III
Fashion—Frances E. Smith
Food—Walter E. Browne, Jr.
Garden—Mrs. Wm. Brooks
Librarian—David J. Deardourff
Photo. Dept. Mgr.—Walter E. Browne, Jr.
Picture Editor—David J. Deardourff
Radio-Television—Wm. A. Browne, III
Real Estate—Wm. A. Browne, III

HAMILTON (Ohio), JOURNAL-NEWS (e)
Split Run Advertising: Every-other Paper.
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Hilda Fontaine
Photo. Dept. Mgr.—R. A. Connelly

IRONTON (Ohio), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Most mail order.
Special Editions: Appliance Editions; Home Editions.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. J. McCarthy
Aviation—Cas Olwan
Book—Josephine MacAdam
Business-Financial—C. J. McCarthy
Church—Marguerite Layne
Columnists—C. J. McCarthy; Clarence Pennington; Don Mayne; Marguerite Layne; Jo MacAdam; Wanda Friend
Editorial Writers—Don Mayne; Clarence Pennington
Education—C. J. McCarthy
Farm—Clarence Pennington
Fashion—Josephine MacAdam
Food—Wanda Friend
Motion Picture-Theatrical—Wanda Friend
Music—Josephine MacAdam
Photo. Dept. Mgr.—Clarence Pennington
Picture Editor—Don Mayne
Radio-Television—Clarence Pennington
Real Estate—Don Mayne
Society—Josephine MacAdam

KENTON (Ohio), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Thomas
Aviation—Paul Thomas
Book—Wm. Flanagan
Business-Financial—Tom Cooper
Church—Tom Cooper
Editorial Writers—Tom Cooper; C. E. Flanagan
Education—Paul Thomas
Farm—James Egnor
Fashion—Catherine Fair
Food—Catherine Fair
Garden—Catherine Fair
Librarian—Wm. Flanagan
Motion Picture-Theatrical—Wm. Flanagan
Music—Wm. Flanagan
Photo. Dept. Mgr.—James Egnor
Picture Editor—Wm. Flanagan
Radio-Television—Paul Thomas
Real Estate—Tom Cooper
Travel—Paul Thomas
Society—Catherine Fair

LANCASTER (Ohio) EAGLE-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Fair (County) (Oct.); Christmas (Dec.); Back To School (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Floyd Wolfe
Church—R. Mattox; Ruth Fuller
Editorial Writer—Richard Mattox
Farm—Ruth Fuller
Fashion—Juanita Grant
Food—Richard Mattox
Motion Picture-Theatrical—Richard Mattox
Photo. Dept. Mgr.—Duke Ellis
Picture Editor—Richard Mattox
Society—Juanita Grant

LIMA (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Wed.
Advs. Not Accepted: Mail order requesting cash.
Special Editions: New Years (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Joe Connor
Church—Phyllis Wentz
Editorial Writers: R. C. Barton
Farm—C. E. Miller
Fashion—Hope Strong
Food—Hope Strong
Motion Picture-Theatrical—Gene Perine
Music—Phyllis Wentz
Photo Dept. Mgr.—Robert K. Waldron
Radio-Television—Joyce Link
Real Estate—Henry Arline
Society—Jeannette Stolzenbach

LISBON (Ohio), EVENING JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. A. Freu

LORAIN (Ohio), NEWS (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul L. Stockert
Aviation—Don Matzke
Book—Grace L. Stockert
Business-Financial—Paul L. Stockert
Cartoonists—Jack Lavriha
Church—Grace Stockert
Columnists—Jack Lavriha; Paul L. Stockert; Don Matzke.
Editorial Writers—Jack Lavriha; Paul Stockert
Education—Grace Stockert
Farm—Paul L. Stockert
Fashion—Ruth Moore Smith
Food—Grace Stockert
Garden—Grace Stockert
Librarian—Grace Stockert
Motion Picture-Theatrical—Paul L. Stockert
Music—Paul L. Stockert
Photo. Dept. Mgr.—Paul L. Stockert
Picture Editor—Paul L. Stockert
Radio-Television—Paul L. Stockert
Real Estate—Paul L. Stockert
Travel—Ruth M. Smith
Society—Ruth M. Smith

MANSFIELD (Ohio), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: New Years (Jan.); Spring Fashion (Feb.); Men's Wear (Mar.); Automobile Show (Mar.); Secretaries Edition (May); Father's Day Edition (June); Picnic Section (June); Baby Edition (June); Fall Fashion (Aug.); Back To School (Aug.); Natl Home Week (Sept.); Home Fashion Time (Sept.); Fall Sports Kickoff (Sept.); Club Women (Oct.); Cooking School (Oct.); Christmas (Nov.); Home & Garden (S) (Mar.); Freedom Week (S) (Apr.); Vacation Sec (S) (May); Cap & Gown (S) (May).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Tharp
Aviation—George Constable
Book—D. K. Woodman
Business-Financial—D. K. Woodman (e); Gaylord Hake (S)
Church—Nita Branson
Columnists—Gaylord Hake; Ellen Bromfield Geld; V. A. Stanfield; Robert Besch; Fred Tharp; Charles Alburg
Editorial Writers—D. K. Woodman; G. J. Kochenderfer; V. A. Stanfield
Education—Eileen Dewhurst
Farm—V. A. Stanfield
Fashion—Velita Kinney
Food—Velita Kinney (e); Ann Burns (S)
Garden—V. A. Stanfield
Librarian—Emily Pirrgo
Motion Picture-Theatrical—Margaret Mattox
Music—Robert Besch
Photo. Dept. Mgr.—Wm. C. Graham
Picture Editor—Harry West
Radio-Television—Marion Doss
Real Estate—Gaylord Hake
Travel—George Constable
Society—Velita Kinney

MARIETTA (Ohio), TIMES (e)
Special Editions: April Follies (April); Dollar Day (Aug.); Bargain Days (Sept.); Christmas Opening (Nov.)
No Editions: Memorial Day; Labor Day; July 4th; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Andrew Elliott
Book—E. W. Southwick
Business-Financial—H. W. Miner
Church—H. W. Miner
Editorial Writers—F. B. McKinney; E. D. Southwick
Education—H. W. Miner
Farm—H. W. Miner
Motion Picture-Theatrical—Ted Bauer
Music—Betty McKinney
Photo. Dept. Mgr.—G. H. Bartmess
Picture Editor—H. W. Miner
Radio-Television—Andrew Elliott
Society—Marjorie Stephens

MARYSVILLE (Ohio), JOURNAL-TRIBUNE (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

MASSILLON (Ohio), INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fred J. Becker

MECHANICSBURG (Ohio), TELEGRAM (e ex. Tues. & Sat.)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vaughn E. Hill
Business-Financial—Vaughn E. Hill
Church—Elizabeth Burnham
Editorial Writer—Vaughn E. Hill
Education—Mary Lou Hill
Farm—Vaughn E. Hill
Fashion—Kitty Belle Ferryman
Garden—Mary Lou Hill
Motion Picture-Theatrical—Kitty Belle Ferryman
Picture Editor—Vaughn E. Hill
Real Estate—Vaughn E. Hill

MIDDLETOWN (Ohio), JOURNAL (e); NEWS JOURNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Retail competitive to local merchants.
Special Editions: Builders Sect. (Mar.); Christmas Sect. (S) (Nov.); Year End (Dec.).
No Editions: July 4th: Christmas.
Food and/or Household Dept.: Daily & Sun. Food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dave Regan
Aviation—Dave Regan
Book—Warren Wolfe
Business-Financial—Warren Wolfe
Church—Martha Fletcher
Columnists—Dave Regan, Alice Lawler
Editorial Writer—Dave Regan
Education—Dave Regan
Farm—Max Sommers
Fashion—Alice Lawler
Food—Alice Lawler
Garden—Warren Wolfe
Librarian—Martha Fletcher
Motion Picture-Theatrical—Warren Wolfe
Music—Warren Wolfe
Photo. Dept. Mgr.—William Weith
Picture Editor—William Weith
Radio-Television—Warren Wolfe
Society—Alice Lawler

MOUNT VERNON (Ohio), NEWS (e)
Advs. Not Accepted: Liquor; vending machines
No Editions: New Years; July 4th; Memorial Day; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Lorey
Aviation—Fred Lorey
Book—Fred Lorey
Business-Financial—Fred Lorey
Church—Fred Lorey
Columnists—Hal Clawson; Spiv Harris
Editorial Writers—Justin Devalon
Education—Fred Lorey
Farm—Hal Clawson
Fashion—Josephine Lee
Food—Josephine Lee
Garden—Josephine Lee
Librarian—Josephine Lee
Motion Picture-Theatrical—Josephine Lee
Music—Fred Lorey
Photo. Dept. Mgr.—Hal Clawson
Picture Editor—Fred Lorey
Radio-Television—Fred Lorey
Real Estate—Fred Lorey
Travel—Fred Lorey
Society—Josephine Lee

NEWARK (Ohio), ADVOCATE AND AMERICAN TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Bargain Days (Jan. & July); Christmas (Nov.).

(Continued on page 220)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OHIO—Cont'd

(Continued from page 219)

NEWARK (OHIO) ADVOCATE—Cont'd
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WCLT-AM and FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathleen Brown
Columnists—Paul W. Reed
Editorial Writers—F. A. Woolson; F. W. Spencer
Farm—Roy Hay
Fashion—Hazel Kirk
Food—Hazel Kirk
Librarian—Irene Cosgrove
Motion Picture-Theatrical—Hazel Kirk
Photo. Dept. Mgr.—Don Matthews
Radio-Television—Irene Cosgrove
Society—Hazel Kirk

NORWALK (Ohio), REFLECTOR-HERALD (e)
No Editions: New Years; July 4th; Christmas; Memorial Day; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. A. Fisher
Church—Mrs. L. K. Walls
Columnists—J. H. Williams; Dudley A. White, Jr.
Editorial Writer—Dudley A. White
Society—Mrs. L. K. Walls

PAINESVILLE (Ohio), TELEGRAPH (e)
Run-of-Paper Color Advs.: 1 color. One-week notice, 2 days leeway required, but will publish day specified if possible.
Advs. Not Accepted: Liquor, horse racing.
Special Editions: Dollar Day (Feb.); Spring Fashion (Mar.); Boating (June); Dollar Day, Back to School (Aug.); Fair (Sept.); Santa Claus Lane (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA and WICA-FM.
Television Station Affiliation: WICA-TV.

PIQUA (Ohio), CALL (e)
Split Run Advertising: Geographically Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: 4-H (Mar.); Thanksgiving (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food copy three times per week.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murray
Aviation—Joe Klasman
Book—Lola Hill
Business-Financial—F. R. Myers
Church—Paul Murray
Columnists—Lola Hill; Tom Barnett
Editorial Writers—F. R. Myers; Paul Murray
Education—Paul Murray
Farm—Lawrence Spitzer
Fashion—Lola Hill
Food—Lola Hill
Garden—Paul Murray
Librarian—Myra Stickler
Motion Picture-Theatrical—Joe Klasman
Music—Lola Hill
Picture Editor—Paul Murray
Radio-Television—Myra Stickler
Real Estate—Joe Klasman
Travel—Paul Murray
Society—Lola Hill

POMEROY (Ohio), SENTINEL (e)
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jack Collette; Paul Clifford; Eleanor Schaaf; Blanche Haskins; Phyllis Van Meter
Editorial Writers—Jack Collete; Richard Owen

PORTSMOUTH (Ohio), TIMES (e)
Run-of-Paper Color Advs; 1 color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Annual Special Editions: National Home Week (Sept.); Home Show (Mar.); Gift Section (Nov.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept: Food Thurs.
Radio Station Affiliation: WPAY and WPAY-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Miriam Gee

ST. MARYS (Ohio), LEADER (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to K. C. Geiger.

SANDUSKY (Ohio), REGISTER-STAR-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Fashion-usually (Mar. & Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sanford Bittner
Business-Financial—Mel Harmon
Columnist—Harry Stack
Farm—H. L. Brady
Fashion—Dorothy R. Asher
Society—Dorothy R. Asher

SHELBY (Ohio), GLOBE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. M. Moore

SIDNEY (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Two day leeway asked.
Special Editions: Financial (Jan.); Cooking School (Feb.); Baby Week (Apr.); Clean Up, Paint Up, Fix Up (May); School Opening (Aug.); Vacation (June); Fair (July); Cook Book (Nov.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Oliver Amos
Business Financial—Oliver Amos
Church—Marilyn Counts
Farm—Marion Russell
Fashion—Mildred Cronley
Food—Marilyn Counts
Radio-Television—Irving Edelson
Society—Mildred Cronley

SPRINGFIELD (Ohio), SUN (m); NEWS (e); NEWS-SUN (S)
Run-of-Paper Color Advs.: 3 colors. Optional date required as Press capacity controls.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Spring Fashion Section (Mar); Home and Auto Show Section (Apr.); Clean Up - Paint Up - Fix Up Section (Apr.); National Baby Week Section (Apr.); Father's Day Section (June); Clark County Fair Section (Aug.); Back-to-School Section (Aug.); National Home Week (Sept.); Fall Fashion Section (Sept.); Home Fashion Time Section (Sept.); Radio-TV Section (Dec.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHIO.
Television Station Affiliation: WHIO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Managing Editor.

STEUBENVILLE (Ohio), HERALD-STAR (e)
No Editions: Christmas.

TIFFIN (Ohio), ADVERTISER-TRIBUNE (e)
Special Editions: Community Days (Feb., May, Aug., Dec.); Spring Fashion Edition (prior to Easter); Christmas Edition (first week after Thanksgiving).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—A. Whalen
Columnists—John H. Thompson; John Van Camp
Editorial Writer—John H. Thompson

TOLEDO (Ohio), TIMES (m); BLADE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: (m) Menswear (Mar., Oct.); Home Furnishings (Mar., Oct.); Shoes (Sept.); (e) Sports and Travel (Feb., Mar.); Flower & Garden Show (Mar.); (S) Farms and Agriculture (Feb.); Home Furnishings (Roto) (Mar.); Spring Fashions (Roto) (Mar.); Baseball Section (Apr.); Home Appliances (June); Back-To-School Fashions (Roto) (Aug.); Cook Book (Sept.); Fall Fashions (Roto) (Sept.); National Home Week (Sept.); Year-End Review (Dec.).
No Morning Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Gravure Magazine Group (S)
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Luther Harshman (m); Roscoe D. Treier (e) (S)
Aviation—Elsie McKay Cram (e) (S)
Book—Paul A. Schrader (e) (S)
Business-Financial—Luther Harshman (m); Roscoe D. Treier (e) (S); Howard Youngs (e) (S)
Cartoonist—Walt Buchanan (e) (S)
Church—Helen Murphy (e) (S)
Columnists—Doc. Holst (m); Tom Bolger (m); Ruth Elgutter (m); Fred L. Mollenkopf (e) (S)
Editorial Writers—George Benson (m); Kent Meader (m); Michael Bradshaw (e) (S); John Harrison (e) (S); Willis Harrison (e) (S)
Education—Melvin L. Hayes (e) (S)
Farm—James H. Metcalf (e) (S)
Fashion—Alice Holly Barr (m); Kay Quealy (e) (S)
Food—Betty Marsh Dodd (e) (S)
Garden—Charles Hostetler (e) (S)
Librarian—Helen Orcutt Ellis (e) (S)
Motion Picture-Theatrical—Ruth Elgutter (m); G. Mitchell Woodbury (e) (S)
Music—Frederick J. Kountz (m); Julian Seaman (e) (S)
Photo. Dept. Mgr.—Carl Gifford (e) (S)
Picture Editor—Anthony M. Nassr (m); Lewis M. Schwab (e) (S)
Radio-Television—Ray Oviatt (e) (S)
Real Estate—Lewis M. Little (m); Frank Walend (e) (S)
Travel—Edward L. Ways (e) (S)
Society—Alice Holly Barr (m); Kay Quealy (e) (S)

TROY (Ohio), NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—A. C. McClung

UHRICHSVILLE (Ohio), CHRONICLE (e)
Special Editions: National Clay Week (Aug.).
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.

UPPER SANDUSKY (Ohio), CHIEF-UNION (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Value Days (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Shirley Moses
Editorial Writers—L. M. Newcomer; Paul P. Creger
Society—Shirley Moses

URBANA (Ohio), CITIZEN (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: New Years; December Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. Moses
Aviation—Bob Cummins
Book—H. Algire
Church—R. Inskeep
Editorial Writer—H. Algire
Education—Connie Johnson
Farm—Hal Alty
Fashion—Kay Ross
Photo. Dept. Mgr.—Hal Alty
Society—Kay Ross

VAN WERT (Ohio), TIMES-BULLETIN (e)
Split Run Advertising: Geographically. Thurs. or Fri. Every-other Paper. Thurs. or Fri.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Farm (Apr.); County Fair (Sept.); Home Show (Apr.).
No Editions: New Years; Memorial Day; Labor Day; July 4th; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Hippensteele
Business-Financial—Ford G. Owens
Church—Lloyd Hippensteele
Columnists—Lloyd Hippensteele; Ralph Elvin
Editorial Writer—Ford G. Owens
Farm—Ray Miller
Fashion—Laura Germann
Food—Laura Germann
Garden—H. E. Agler
Librarian—Carla Wilhelm
Motion Picture-Theatrical—Ralph Elvin
Photo. Dept. Mgr.—Ray Miller
Picture Editor—Ray Miller
Radio-Television—Lloyd Hippensteele
Real Estate—Ford G. Owens
Society—Laura Germann

WAPAKONETA (Ohio), NEWS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joan Howard
Farm—C. Gratz
Radio-Television—Pat Peterson

WARREN (Ohio), TRIBUNE-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Mail order copy; vending machine adv.
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WHHH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Brown
Business-Financial—Richard Ellers
Church—Grace N. Byrne
Columnist—Jack Darrow
Education—Clint Bell
Farm—Helen Hey
Food—James F. Brown
Garden—Jack Darrow
Motion Picture-Theatrical—Jack Darrow
Music—Jack Darrow
Photo. Dept. Mgr.—Robert Semple
Picture Editor—Clint Bell
Radio-Television—John Forrest
Real Estate—Jack Darrow
Society—Miriam Hawkins

WASHINGTON COURTHOUSE (Ohio), RECORD-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically.
Special Editions: Dollar Days (Feb.) (June) (Aug); Graduation (May); Fair Edition (July); Back to School (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Paul F. Rodenfels
Editorial Writer—Forest F. Tipton
Education—Howard S. Harper
Farm—B. E. Kelley
Fashion—Faithe C. Pearce
Librarian—June Ramey
Photo. Dept. Mgr.—Paull Giddings
Society—Faithe C. Pearce

WELLSTON (Ohio), SENTINEL (e)
Special Editions: Dollar Days (Apr., Nov., Jul.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day; Memorial Day.
Syndicated Magazine Section Carried: Rural Gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Weber
Aviation—Gordon Morrow
Book—John L. Weber
Business-Financial—Gordon Morrow
Church—Gordon Morrow
Columnists—Gordon Morrow; John Weber
Editorial Writers—Gordon Morrow; John L. Weber
Education—Gordon Morrow
Farm—Gordon Morrow
Fashion—Ada Merle Wortman
Food—Ada Merle Wortman
Garden—Ada Merle Wortman
Librarian—Ada Merle Wortman
Motion Picture-Theatrical—John L. Weber
Music—Gordon Morrow
Photo. Dept. Mgr.—Gordon Morrow
Picture Editor—Gordon Morrow
Radio-Television—John L. Weber
Real Estate—Gordon Morrow
Travel—Gordon Morrow
Society—Ada Merle Wortman

WILLOUGHBY (Ohio), NEWS-HERALD (e ex. Sat.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food and household pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Johnson
Aviation—Jerry Johnson
Book—Mrs. Harriet Haine
Business-Financial—Max Price
Church—Harriet Haine
Columnists—Max Price
Editorial Writers—Richard Palmer
Education—Max Price
Farm—Gerald Snook
Fashion—Mrs. Harriet Haine
Food—Mrs. Harriet Haine
Garden—Mrs. Harriet Haine
Motion Picture-Theatrical—Wm. Braucher
Music—Harriet Haine
Photo. Dept. Mgr.—Tony Landon
Picture Editor—Robert Murphy
Radio-Television—Robert Murphy
Real Estate—Robert Murphy
Travel—William Braucher
Women's—Harriet Haine

WILMINGTON (Ohio), NEWS-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Fair (Aug.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert McNemar
Business-Financial—Nelle M. Mills
Church—Mrs. Louis Lieurance
Columnist—Robert McNemar
Editorial Writer—Robert McNemar
Farm—Robert McNemar
Fashion—Mrs. Virginia Bernard
Food—Mrs. Robert Bicker
Photo. Dept. Mgr.—Robert McNemar
Radio-Television—Mrs. Virginia Bernard
Society—Mrs. Robert Bicker

XENIA (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greeting (Dec.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. L. J. Houck
Columnists—Suphia Day; James Gatten

YOUNGSTOWN (Ohio), VINDICATOR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. Must be cleared with publisher.
Split Run Advertising: Every-other Paper: 1000 Line Minimum.
Advs. Not Accepted: Mail order except garden.
Annual Special Editions: Men's Fashion (Mar.); Home Section (Mar. or Apr.); Appliance Section (June); National Home Week (Sept.); Women's Fall Fashion (Sept.); Year-End Review (Dec. or Jan.).
Syndicated Magazine Section Carried: "Parade."
Radio Station Affiliation: WFMJ.
Television Station Affiliation: WFMJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Bolander
Aviation—George R. Reiss
Book—Fred Friedman
Business-Financial—Philip Tear
Church—Glenn Hartman
Columnist—Esther Hamilton
Editorial Writers—George Madtes; Glenn Hartman
Education—Esther Hamilton
Farm—Clingan Jackson
Fashion—Ella Maag
Food—Esther Hamilton; Ella Maag
Garden—Fred Friedman
Librarian—Nancy Wenass
Motion Picture-Theatrical—Fred Childress
Music—L. R. Boals
Photo. Dept. Mgr.—Lloyd Jones
Picture Editor—William F. Maag Jr.
Radio-Television—Adrian Slifka
Real Estate—George R. Reiss
Travel—Fred Friedman
Society—Ella Maag

ZANESVILLE (Ohio), TIMES RECORDER (m); SIGNAL (e); TIMES-SIGNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: Labor Day; Christmas
Syndicated Magazine Section Carried: Family Weekly Magazine.
Food and/or Household Dept.: Food & Household features daily.
Radio Station Affiliation: WHIZ (AM).
Television Station Affiliation: WHIZ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gail Ardrey (m) (e) (S)
Aviation—C. C. Stebbins (m) (e) (S)
Book—W. O. Littick (m) (e) (S)
Business-Financial—W. O. Littick (m) (e) (S)
Cartoonist—Leo Egli (m) (e) (S)
Church—Virginia Shafer (m); Regine Kimberly (e); Mona Culver (S).
Columnists—Bud Harsch (m); Joseph Rathbun (m); Newell Harvey (e); Allen Gonder (e); C. C. Stebbins (e) (S)
Editorial Writers—Joseph Rathbun (m); C. C. Stebbins (e) (S); John H. Larrimer (S)
Farm—Roger Connor (m)
Fashion—Virginia Shafer (m); Regine Kimberly (e); Mona Culver (S)
Food—Virginia Shafer (m); Regine Kimberly (e); Mona Culver (S)
Garden—W. O. Littick (m) (e) (S)
Librarian—Norris Schneider (m) (e) (S)
Motion Picture-Theatrical—Stewart Worstall (m) (e) (S)
Music—Virginia Shafer (m); Regine Kimberly (e); Mona Culver (S)
Photo. Dept. Mgr.—Newell Harvey (m) (e) (S)
Picture Editor—Newell Harvey (m) (e) (S)
Radio-Television—Virginia Reynolds (m) (e) (S)
Real Estate—Stewart Worstall (m) (e) (S)
Travel—W. O. Littick
Society—Virginia Shafer (m); Regine Kimberly (e); Mona Culver (S)

OKLAHOMA

ADA (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun.
Advs: Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William D. Little, Jr.
Aviation—George Gurley
Book—George Gurley
Business-Financial—W. D. Little
Church—Roy S. McKeown
Editorial Writers—W. D. Little; William D. Little, Jr.
Education—Roy S. McKeown
Farm—Charles D. Rhoades
Fashion—Wenonah Rutherford
Food—Wenonah Rutherford
Garden—Wenonah Rutherford
Librarian—William D. Little, Jr.
Motion Picture-Theatrical—George Gurley
Music—Roy S. McKeown
Photo. Dept. Mgr.—William D. Little, Jr.
Picture Editor—William D. Little, Jr.
Real Estate—William D. Little, Jr.
Travel—Mary Little Gurley
Society—Wenonah Rutherford

ALTUS (Okla.), TIMES-DEMOCRAT (e) (S)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KWHW
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Callaway Buckley
Photo. Dept. Mgr.—Paul Flippin
Society—Mrs. Billie Marie Wilcox

ALVA (Okla.), REVIEW-COURIER (e ex. Sat) (S)
Special Editions: Graduation (May); Homecoming (Oct.); Back to School (S) (Aug.); County Fair (S) (Sept.); Fat Stock Show (S) (Feb.).
No Editions: New Years; July 4th; Labor Day; Memorial Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. Statt
Business-Financial—A. M. Delaney
Church—Harmon Morgan
Columnists—Brooks Bicknell; E. M. Barker

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ALVA (OKLA) REVIEW-COURIER—Cont'd

Editorial Writer—Brooks Bicknell
Education—Jon Clark
Farm—Marie Hansen
Fashion—Marie Hansen
Food—Marie Hansen
Garden—Marie Hansen
Librarian—Tommy Wolgamott
Motion Picture-Theatrical—Harmon Morgan
Music—Brooks Bicknell
Photo. Dept. Mgr.—A. M. Delaney
Picture Editor—Harmon Morgan
Travel—Harmon Morgan
Society—Marie Hansen

ANADARKO (Okla.), NEWS (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: American Indian Exposition (Aug.); Christmas Greetings (Dec.)
No Editions: Christmas; July 4th; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wallace Kidd
Columnist—Wallace Kidd
Editorial Writers—Wallace Kidd; Joe W. McBride
Food—Dorothy Kidd
Society—Dorothy Kidd

ARDMORE (Okla.), ARDMOREITE (e ex. Sat) (S)
Run-of-Paper Color Advs: 1 color. Sun.; Mon.; Fri.
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KVSO.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Sam W. Blackburn
Farm—W. A. McGalliard
Society—Jan McGalliard

BARTLESVILLE (Okla.), EXAMINER (m ex Mon); ENTERPRISE (e ex Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: Christmas (Dec.); Fall Fashion (Sept.); Spring Fashion.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. Shugars
Book—J. L. Jennings
Business-Financial—J. L. Jennings
Church—Meda Smith
Columnist—J. L. Jennings
Editorial Writer—J. L. Jennings
Fashion—Meda Smith
Food—Ned Curran
Music—Meda Smith
Photo. Dept. Mgr.—Delbert Shugars
Picture Editor—Delbert Shugars
Society—Neda Smith

BLACKWELL (Okla.), JOURNAL-TRIBUNE (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: School (May); Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mamie Womack
Photo. Dept. Mgr.—Warren Bickford, II

CHICKASHA (Okla.), EXPRESS (e ex. Sat) (S)
Special Editions: Progress (Jan.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Lines
Editorial Writer—Dave Vandivier

CLAREMORE (Okla.), PROGRESS (e ex. Sat. & Mon) (S)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Stock Show (Mar.); Graduation (May); Rodeo (July); County Fair (Sept.); Will Rogers (Nov.).
No Editions: Christmas; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ed. Livermore.

CLINTON (Okla.), NEWS (e ex. Sat.) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas; New Years; July 4; Labor Day; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Chas. E. Engleman

CUSHING (Okla.), CITIZEN (e ex. Sat) (S)
Special Editions: Friendship (May); Pioneer (Sept.).
No Editions: July 4th; (unless on Sat); Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. O. H. Lachenmeyer
Business-Financial—R. B. Allen
Church—Marge Wallin
Columnists—H. M. Lachenmeyer; R. B. Allen, Jr.
Editorial Writers—Lowell Brandle; R. B. Allen, Jr.
Farm—Lowell Brandle
Food—Mrs. Marge Wallin
Photo. Dept. Mgr.—Lowell Brandle
Real Estate—Margaret Morton

DUNCAN (Okla.), BANNER (e ex. Sat) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily. 3 colors Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec. 24).
No Editions: Decoration Day; July 4th; Christmas; Sunday and Thursday publish regardless of holiday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—L. M. Buben; Tom Constabile
Editorial Writer—B. L. Abernethy

DURANT (Okla.), DEMOCRAT (e) (S)
Advs. Not Accepted: Hard liquor.
Special Editions: Christmas (Dec.); Graduation (May); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food department. Thursdays.
Radio Station Affiliation: KSEO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayne Wylie
Business-Financial—Wesley Dickey
Church—R. F. Story
Editorial Writers—Bennett Story; Wesley Dickey; R. F. Story
Education—F. V. Bunn
Farm—Wesley Dickey
Fashion—Betty Story
Food—Veola Simmons
Photo. Dept. Mgr.—Bob C. Story
Picture Editor—Bob C. Story
Radio-Television—LeRoy Moses
Society—Dora Timberlake

EL RENO (Okla.), TRIBUNE (e ex. Sat.) (S)
Advs Not Accepted: Liquor except 3.2 beer.
No Editions: Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ray J. Dyer
Farm—L. D. Ward
Photo. Dept. Mgr.—H. L. Schroeder
Society—Mildred Coker

ENID (Okla.), EAGLE (e); NEWS (m ex. Mon) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—George Storm; C. E. Bachelor
Church—Phil Brown
Editorial Writers—Milton B. Garber; Waldo G. Clegg; Max Stokesberry.
Education—Max Stokesbarry
Farm—Bob Lear
Fashion—Mary Wyssmann
Food—Mary Wyssmann
Librarian—Wanda Greer
Motion Picture-Theatrical—J. Allan Thomas
Photo. Dept. Mgr.—William Sheets
Picture Editor—William Sheets
Radio-Television—A. J. Strauss
Real Estate—Jane Yount
Society—Wanda Greer

FREDERICK (Okla.), LEADER (e)
Special Editions: Christmas Annual (Dec.); Back to School (Aug.); Graduation (May).
No Editions: Christmas.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Cull.
Aviation—Bob Cull
Church—Gertrude Perkins
Editorial Writer—Bob Cull
Fashion—Billie Fondren
Motion Picture-Theatrical—Billie Fondren
Photo. Dept. Mgr.—Gertrude Perkins
Picture Editor—Bob Cull
Radio-Television—Gertrude Perkins
Society—Bille Fondren

GUYMON (Okla.), HERALD (e ex. Mon & Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Pioneer Day (May); Texas-Co and Pan-Handle District Fair (Sept); Dollar Day (S).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Amon McKay
Aviation—Pat Campbell
Book—Vera Northrup
Business-Financial—R. H. Fields
Church—Dave Taylor
Columnists—R. H. Fields; Dave Taylor
Editorial Writers—R. H. Fields; Amon McKay
Education—Mrs. R. H. Fields
Farm—Emmitt Hughey
Fashion—Mae Moreland
Food—Dan White
Garden—J. Wallen Hancock
Librarian—Art Wohgemuth
Motion Picture-Theatrical—Dave Taylor
Music—Mildred Fields
Photo. Dept. Mgr.—Amon McKay
Picture Editor—Amon McKay
Real Estate—Vera Northrup
Travel—Vera Northrup
Society—M. F. Fields

HENRYETTA (Okla.), FREE-LANCE (e ex. Sat.) (S)
Advs. Not Accepted: Liquor.
Special Editions: Cooking School (Apr.); Labor Day (Sept.); Christmas Greeting (Dec.); Graduation (S) (May); Back to School (S) (Aug.); Spring Fashion (S) (Mar.);
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leland Gourley
Business-Financial—Leland Gourley
Church—Beverly Klick
Columnists—J. Leland Gourley; Bill Tharp
Editorial Writer—J. Leland Gourley; Bill Tharp
Education—Leland Gourley
Farm—Bill Tharp
Fashion—Beverly Klick
Food—Billie Joe Gourley
Motion Picture-Theatrical—B. J. Gourley
Picture Editor—B. J. Gourley
Travel—Billie Jo Gourley
Society—Beverly Klick

HUGO (Okla.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Circus (May); REA (Sept.); Christmas Greeting (Dec.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.; Household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jack Stamper; Gene Nesbit; Joe Anderson
Editorial Writer—Jack Stamper
Farm—Gene Nesbit
Food—Marie Stamper
Photo. Dept. Mgr.—Jack Stamper
Picture Editor—Jack Stamper
Society—Fran Willis

LAWTON (Okla.), PRESS (m ex. Mon); CONSTITUTION (e ex. Sat); CONSTITUTION-PRESS (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun.
Food and/or Household Dept: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. R. Rice
Book—W. R. Rice
Photo. Dept. Mgr.—Bill Dixon
Society—Lucile Potter

McALESTER (Okla.), NEWS-CAPITAL (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Howard S. Cowan
Society—Maysel Leffel

MUSKOGEE (Okla.), PHOENIX (m); TIMES-DEMOCRAT (e); PHOENIX & TIMES-DEMOCRAT (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Oklahoma Free State Fair (Sept.).
Radio Station Affiliation: KBIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John L. Stone
Book—Tom B. Root
Business-Financial—J. Bob Lucas
Church—Forrest J. Troy
Columnists—John Lewis Stone; Frank S. Whitley
Editorial Writers—Tams Bixby, Jr.; John L. Stone
Education—Tom B. Root
Farm—Jake Wieland
Fashion—Barbara Anderson
Food—Barbara Anderson
Librarian—Bob Barnes
Music—Tom B. Root
Photo. Dept. Mgr.—John L. Stone
Picture Editor—John L. Stone
Radio-Television—Wally W. Weber
Real Estate—J. Bob Lucas
Society—Barbara Anderson

NORMAN (Okla.), TRANSCRIPT (e) (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; out of town retail.
Special Editions: Progress Edition (Sept.); Back-to-School (Aug.).
No Editions: Christmas; New Year; Labor Day.

OKLAHOMA CITY (Okla.), TIMES (e); OKLAHOMAN (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Print Own Magazine: Yes
Food and/or Household Dept: Daily & Sun.
Radio Station Affiliation: WKY.
Television Station Affiliation: WKY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Mather Eakes (m) (S)
Book—Edith Copeland (m) (S)
Business-Financial—John W. Beck (m) (e) (S)
Cartoonist—James Lange (m) (S)
Church—Harry Magafos (e)
Columnists—Edith Johnson (m) (S); Elmer Peterson (m) (S); R. G. Miller (e)
Editorial Writers—Luther Harrison (m); Elmer Peterson (m) (e) (S); R. G. Miller (m) (e) (S); Ralph Lee (m) (e) (S)
Fashion—Margaret Harrison
Food—Mercedes Wheeler (m)
Garden—Lona Eaton Miller (m)
Librarian—Edna Fletcher (m) (e) (S)
Music—Aline Treanor
Photo. Dept. Mgr.—Al McLaughlin (m) (e) (S)
Society—Margaret Harrison

OKMULGEE (Okla.), TIMES (m ex. Mon) (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun: back & front section.
Special Editions: Christmas (Dec.); School (Aug.); Oil Progress (Oct.)
Radio Station Affiliation: KHBG.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Galen Turner
Aviation—Galen Turner
Book—Joe Croom
Business-Financial—Joe Croom
Church—Joan Eaton
Columnists—Joe Croom; Galen Turner
Editorial Writer—Joe Croom
Education—Fran Warden
Farm—Fran Warden
Fashion—Betty Grant
Food—Betty Grant
Garden—Betty Grant
Librarian—Betty Grant
Motion Picture-Theatrical—Fran Warden
Music—JoAnn Green
Photo. Dept. Mgr.—JoAnn Green
Picture Editor—JoAnn Green
Radio-Television—Joan Eaton
Real Estate—Joan Eaton
Travel—Betty Grant
Society—Betty Grant

PAWHUSKA (Okla.), JOURNAL-CAPITAL (e ex. Sat & Mon) (S)
Advs. Not Accepted: Liquor.
Special Editions: Cattle (June); Inter. Cavalcade (July); Back to School (Aug.); Free Fair (Sept.); Oil Progress Week (Oct.); Graduation (May).
No Editions: New Years; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Glen VanDyke
Editorial Writer—Frank L. Spencer
Photo. Dept. Mgr.—Frank Spencer
Picture Editor—Frank Spencer
Society—Georgia Ferguson

PERRY (Okla.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor; wine.
Special Editions: High School Band. (Mar.); Annual Hereford Cattle (Feb.); High School Grad. (May); Cherokee Strip (Sept.); Christmas Greetings (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Milo W. Watson
Church—Arlene O'Neil
Editorial Writer—Fred Beers
Farm—Gene Taylor
Fashion—Arlene O'Neil
Music—Milo W. Watson
Picture Editor—Gene Taylor

PONCA CITY (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color. Advs.: Up to 2 colors. Daily & Sat.
Advs. Not Accepted: Liquor; wine.
Special Editions: Back to School (Aug.); Oil Progress (Oct.); Spring Fashions (S) (Mar.); Home & Garden (Bldrs) (Apr.); Vacation (S) (June); Recipes (Feb.).
Radio Station Affiliation: WBBZ.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Gladys Bender
Editorial Writer—Clyde E. Muchmore
Farm—Bob Mathis
Garden—Gladys Bender
Photo. Dept. Mgr.—Gareth B. Muchmore
Picture Editor—Louis Duff
Society—Bonnie Hasz

PRYOR (OKLA.), TIMES (e ex. Sun.)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Graduation (May); Home Demonstration (May).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Tony Holloway
Editorial Writer—W. W. Morford

SEMINOLE (Okla.), PRODUCER (e) (S)
Advs. Not Accepted: Whiskey.
Special Editions: Christmas Greeting (Dec.); Christmas Shopping (late Nov.); Back-to-School (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Recipes and household hints carried rop Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert A. Woodring
Aviation—Bill Casto
Book—Lissa Bush
Business-Financial—Bill Casto
Cartoonist—Bill Casto
Church—Lissa Bush
Columnist—Milt Phillips
Editorial Writer—Milt Phillips
Education—Bill Casto
Farm—Bill Casto
Fashion—Lissa Bush
Food—Lissa Bush
Garden—Lissa Bush
Librarian—Lissa Bush
Motion Picture-Theatrical—Lissa Bush
Music—Lissa Bush
Photo. Dept. Mgr.—Bill Casto
Picture Editor—Bill Casto
Radio-Television—Clyde Foster
Real Estate—Bill Casto
Travel—Lissa Bush
Society—Lissa Bush

SHAWNEE (Okla.), NEWS-STAR (m ex. Mon) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Farm (Mar.); Christmas Greetings (Dec.).
Radio Station Affiliation: KGFF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. W. Tubbs
Church—Bob Mathews
Columnists—N. B. Musselman; Jack Spencer
Editorial Writers—N. B. Musselman; Jack Spencer
Farm—Mayme Moore
Fashion—Ruth Warren
Photo. Dept. Mgr.—Jack Reese
Picture Editor—Jack Reese
Radio-Television—Jack Reese
Society—Ruth Warren

STILLWATER (Okla.), NEWS-PRESS (e ex. Sat) (S)
Advs. Not Accepted: Liquor
Radio Station Affiliation: KSPI and KSPI-FM.

TULSA (Okla.), TRIBUNE (e); WORLD (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Vacation - magazine (May); Christmas (Dec.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Riley Wilson (m) (S); Ed Spilman (e)
Aviation—Joe Cannon (m) (S); Dave Miller (e)
Book—LaVere Anderson (m) (S)
Business-Financial—Chuck Wheat (m) (S)
Cartoonist—Clarence Allen (m) (e) (S)
Church—Freda Gold (m) (S); Ernie Keen (e)
Columnists—Gilbert Asher (m) (S); Roger Devlin (e)
Editorial Writers—N. G. Hawthorne, Jr. (m) (S); Marshall Smith (m) (S); Walter Biscup (m) (S); Richard Lloyd Jones (e); Jenkin L. Jones (e); Victor Barnett (e); Roger Devlin (e)
Education—Joanne Gordon (m) (S); Carol Brockert (e)
Farm—Clyde H. Duncan (m) (S)
Fashion—Maurine Halliburton (m) (S)
Food—Florence Rheam (m) (S)
Garden—Lula Egan Quinlan (m) (S); Gretchen Haralson (e)
Librarian—Jean Macklin (m) (e) (S)
Motion Picture-Theatrical—Russell Gideon (m) (S)
Music—Maurice DeVinna (m) (S)
Photo. Dept. Mgr.—LeRoy Randall (m) (S); Royce Craig (e)
Radio-Television—Russell Gideon (m) (S);
Real Estate—Riley Wilson (m) (S); Bob Foresman (e)
Travel—Russell Gideon (m) (S)
Society—Maurine Haliburton (m) (S); Cathryn McCune

WOODWARD (Okla.), PRESS (e)
Special Editions: Rodeo Edition (Sept.); Anniversary (Jan.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. G. C. Lawrence

OREGON

ALBANY (Ore.), DEMOCRAT-HERALD (e)
Run-of-Paper Color Advs.: Up to 2 Colors. Daily ex. Thurs.
Special Editions: Spring Opening (Mar.); Timber Carnival (July); Back to School (Aug.); Fall Opening (Sept.).
No Editions: Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KWIL and KWIL-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Lee
Aviation—W. C. Eakin
Book—Charles D. Alexander
Business-Financial—R. R. Cronise
Cartoonist—James Johnston
Church—Morrie Sanderson

(Continued on page 222)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OREGON—Cont'd

(Continued from page 221)

ALBANY (ORE) DEMOCRAT-HERALD—Cont'd
Columnist—Art Moyer
Editorial Writers—W. C. Eakin; George S. Turnbull; R. R. Cronise
Education—W. C. Eakin
Farm—Kenneth Cushman
Fashion—Ianthe Smith
Food—Roberta Thorne
Garden—Kenneth Cushman
Librarian—Jo Anne Martin
Motion Picture-Theatrical—Gene Maudlin
Music—Ianthe Smith
Photo. Dept. Mgr.—W. C. Eakin
Picture Editor—Morrie Sanderson
Radio-Television—Gene Maudlin
Real Estate—W. C. Eakin
Travel—R. R. Cronise
Society—Ianthe Smith

ASHLAND (Ore.), TIDINGS (e)
Special Editions: Back to School (Aug.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Graham Dean
Business-Financial—Graham Dean
Church—Jeanne Reed
Farm—Norman Anderson
Fashion—Jeanne Reed
Food—Faith McCullough
Librarian—Jeanne Reed
Picture Editor—Norman Anderson
Radio-Television—Jeanne Reed
Society—Faith McCullough

BEND (Ore.), BULLETIN (e)
Special Editions: Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. W. Chandler
Business-Financial—R. W. Chandler
Church—Ila Grant
Editorial Writers—R. W. Chandler; P. F. Brogan
Fashion—Ila Grant
Society—Ila Grant

COOS BAY-NORTH BEND (Ore.), TIMES (e)
Run-of-Paper Color Advs.: 2 colors. Daily except Sunday.
Advs. Not Accepted: Vending machine copy.
Special Editions: Dairy (June); Do It Yourself (Oct.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: KOOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Briggs
Book—Walter J. Coover
Business-Financial—Eugene Briggs
Church—Walter J. Coover
Editorial Writer—(Mr.) Ulla E. Bauers
Food—Mrs. Helen Johnson
Music—Walter J. Coover
Photo. Dept. Mgr.—C. E. Wells
Picture Editor—C. E. Wells
Radio-Television—Eugene Briggs
Travel—Eugene Briggs
Society—Mrs. Helen Johnson

CORVALLIS (Ore.), GAZETTE-TIMES (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Sept.); Fall Opening (Sept.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Decoration Day.
Food and/or Household Dept: Daily household tips & Food features, Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Lowe
Aviation—D. M. Thomas
Book—Marion Teal
Business-Financial—Bruce K. Myers
Church—Bruce K. Myers
Columnists—Bruce Myers; Marion Teal; Jackie McKenzie; Mike Bradley; Kris Kowitz
Editorial Writers—Robert Ingalls; Mike Bradley; Art Lowe
Education—Jackie McKenzie
Farm—Marion Teal
Fashion—Jackie McKenzie
Food—Jackie McKenzie
Garden—Marion Teal
Librarian—Mike Bradley
Motion Picture-Theatrical—Bruce Myers
Music—Bruce Myers
Photo. Dept. Mgr.—D. M. Thomas
Picture Editor—Bruce Myers
Radio-Television—Elsie Fitzgerald
Real Estate—Marie Lium
Travel—Mike Bradley
Society—Jackie McKenzie

EUGENE (Ore.), REGISTER-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors.
No Editions: Christmas; Labor Day; New Years.
Radio Station Affiliation: KERG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Al Curry (e) (S)
Church—Margaret Benston (e) (S)
Editorial Writers—Alton F. Baker, Jr.; Robert B. Frazier (e) (s)
Education—Don Brown (e) (S)
Fashion—Ann Connell (e) (S)
Food—Doris Bjorrset (e) (S)
Librarian—Margaret Benston (e) (S)
Society—Ann Connell (e) (S)

GRANTS PASS (Ore.), COURIER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Memorial Day; Veterans' Day; Labor Day; Christmas.
Radio Station Affiliation: KUIN & KGPO-FM.
Television Station Affiliation: KBES-TV

KLAMATH FALLS (Ore.), HERALD & NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: KFLW.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jeff Yohn
Editorial Writers—Frank Jenkins; Bill Jenkins; A. D. Addison
Farm—Otto Ellis
Food—Florence Jenkins
Librarian—Claire Ellis
Photo. Dept. Mgr.—Don Kettler
Society—Millie Ramsby

LA GRANDE (Ore.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Eastern Ore. Livestock (June); Elgin Stampede (July); Union County Fair (Sept.); Fall Fashion (Sept.); Christmas Greeting (Dec. 24.).
No Editions: Christmas; July 4th; Labor Day.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Steve Loy
Book—Alcyon M. Weybret
Business-Financial—F. E. Weybret
Church—Donna Hutchinson
Columnist—Steve Loy
Editorial Writer—F. E. Weybret
Education—Steve Loy
Farm—Steve Loy
Fashion—Donna Hutchinson
Food—Donna Hutchinson
Garden—Donna Hutchinson
Librarian—John Myers
Motion Picture-Theatrical—Steve Loy
Music—George Challis
Photo. Dept. Mgr.—Steve Loy
Picture Editor—Steve Loy
Travel—Steve Loy
Society—Steve Loy

McMINNVILLE (Ore.), NEWS-REGISTER (e)
Special Editions: Dairy Month (June); Turkey (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th.
Radio Station Affiliation: KMCM.

MEDFORD (Ore.), MAIL TRIBUNE (e ex. Sat.) (S)
Special Editions: Spring Fashions (Mar.); Fall Fashions (Sept.); Christmas Shopping (Nov.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept: Thurs. & Fri.
Radio Station Affiliation: KYJC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Grey
Book—E. C. Ferguson
Business-Financial—E. C. Ferguson
Church—Francis Bulkin
Editorial Writers—Robert W. Ruhl; E. C. Ferguson; Eric Allen, Jr.
Food—Herb Grey
Garden—Herb Grey
Motion Picture-Theatrical—Herb Grey
Music—Mrs. Olive Starcher
Society—Mrs. Olive Starcher

OREGON CITY (Ore.), ENTERPRISE-COURIER (m ex. Mon & Sat)
Special Editions: Farm Edition (Mar.); Back to School (Aug.); County Fair (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day; Labor Day; Thanksgiving; Easter.
Food and/or Household Dept: Daily food; household Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bryce White
Aviation—Day Churchman
Book—Terry Revenaugh
Business-Financial—Fred Kuhl
Church—Frances Tenney
Cartoonist—Bob Blue
Columnists & Editorial Writers—Day Churchman; Dale Plumb; Dick Revenaugh; Ken Sachs; Bob Gaittens
Education—Day Churchman
Farm—Dick Revenaugh
Fashion—Jean Vellenga
Food—Jean Vellenga
Garden—Dick Revenaugh
Librarian—Frances Tenney
Photo. Dept. Mgr.—Day Churchman
Picture Editor—Day Churchman
Radio-Television—Terry Revenaugh
Real Estate—Fred Kuhl
Society—Jean Vellenga

PENDLETON (Ore.), EAST OREGONIAN (e)
Special Editions: County Fair (Aug.); Round-up (Sept.); Spr. & Fall Fashions (Mar. & Oct.).
No Editions: July 4th; Christmas.
Food and/or Household Dept: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Nolan Skiff
Church—Gerald Turnoy
Editorial Writer—J. W. Forrester, Jr.
Farm—Merle Gors
Fashion—Elsie Dickson
Food—Elsie Dickson
Motion Picture-Theatrical—Elsie Dickson
Picture Editor—Gerald Turnoy
Society—Elsie Dickson

PORTLAND (Ore.), OREGONIAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper ex. Fri. & Sun.
Advs. Not Accepted: (S) Liquor.
Print Own Magazine: Rotogravure.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan; Pictorial Review; Puck Comics.
Food and/or Household Dept.: Hostess House.
Television Station Affiliation: KOIN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Merlin Blais
Aviation—Leverett Richards
Book—John Armstrong
Business-Financial—Frank Barton
Cartoonist—Arthur Bimrose
Church—William Hilliard
Columnist—Francis Murphy
Editorial Writers—Philip H. Parrish; Herbert Lundy; Malcolm Bauer; Jalmar Johnson
Education—Wilma Morrison
Farm—Ted Wagoner
Fashion—Jane Allen
Food—Nancy Morris
Garden—Ted Wagoner
Librarian—Amanda Marion
Motion Picture-Theatrical—Herbert Larson
Music—Hilmar Grondahl
Phot. Dept. Mgr.—Ernest Richardson
Picture Editor—Edw. M. Miller
Radio-Television—Francis Murphy
Real Estate—Merlin Blais
Travel—Phyllis Lauritz
Society—Kay Bollam

PORTLAND (Ore.), OREGON JOURNAL (e ex. Sat)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Comics; Pacific Sunday Magazine Group, "Buy Lines" by Nancy Sasser.
Food and/or Household Dept: Mary Cullen Home Economics Dept.
Radio Station Affiliation: KPOJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest Peterson
Aviation—Stan Nast
Book—Ed O'Meara
Business-Financial—Lamar Newkirk
Cartoonist—Howard Fisher
Church—Ernest Peterson
Columnist—Richard Fagan
Editorial Writers—Tom Humphrey; Arthur L. Crookham; Richard Fagan; Roy Beadle
Education—James Irvine
Farm—Robert Holley
Fashion—Carol Adams
Food—Catherine Laughton
Garden—Carl Maskey
Librarian—Lillie Stricker
Motion Picture-Theatrical—Arnold Marks
Music—Fred Rothschild
Photo. Dept. Mgr.—Les Ordeman
Picture Editor—George Diel
Radio-Television—William Moyes
Real Estate—Lamar Newkirk
Travel—Ed O'Meara

ROSEBURG (Ore.), NEWS-REVIEW (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Vending machine; mail order.
Special Editions: Fair Edition (Early August); Back-to-School (Late August); Christmas (Late November).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food page Thurs.
Radio Station Affiliation: KRNR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Castillo
Aviation—Merle Pugh
Book—Lorraine Kestner
Business-Financial—Addye Wright
Cartoonist—Dan Mindolovich
Church—Laura Olson
Editorial Writer—Charles V. Stanton
Education—Lorraine Kestner
Farm—Laura Olson
Fashion—Margaret Reece
Food—Lorraine Kestner
Garden—Charles Grell
Librarian—Lorraine Kestner
Motion Picture-Theatrical—James Vance
Music—Lotus Knight Porter
Photo. Dept. Mgr.—Paul Jenkins
Picture Editor—George Castillo
Radio-Television—George Castillo
Real Estate—Merle Pugh
Travel—Charles Grell
Society—Lotus Knight Porter

SALEM (Ore.), OREGON STATESMAN (m) (S); CAPITAL JOURNAL (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor; Wine.
Special Editions: Fall Fashions; Back-to-School (Sept.); Spring Fashions (Mar.).
Food and/or Household Dept: Food section Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Van Eisenhut (m) (S); Fred Zimmerman (e)
Columnists—Conrad Prange; Charles Ireland
Editorial Writers—Charles A. Sprague; Wendell Webb
Farm—Lillie Madsen
Fashion—Jeryme English
Food—Maxine Buren (m) (S); Marian Fischer (e)
Garden—Lillie Madsen
Librarian—Florence Bell
Music—Maxine Buren
Photo. Dept. Mgr.—Ben Maxwell (e)
Picture Editor—John Ericksen
Society—Maxine Buren (m) (S); Marian Fischer (e)

PENNSYLVANIA

ALLENTOWN (Pa.), CALL (m); CHRONICLE (e); CALL-CHRONICLE (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily except Thursday, Friday, Sunday.
Special Editions: School (June); Men's Fashions (Oct.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily & Sun. Food & Household Columns.
Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry A. Geiger (m) (S); Floyd Stickle (e)
Aviation—Wallace Steffany (m) (S)
Book—John A. Baker (m) (S);
Business-Financial—George Nehrbas (m); Floyd A. Stickle (e); John Steacy (S)
Cartoonist—William Tamblyn (m) (e) (S)
Church—John Phillips (m) (e) (S)
Columnists—Charles W. Ettinger (m); A. L. Hacker (m); Nelson Weiser (e); Brittain Roth (e); W. D. Reimert (e); John Y. Kohl (m) (S)
Editorial Writers—Percy B. Ruhe (m); William D. Reimert (e); Nelson Weiser (e); David A. Miller (m) (S)
Education—Philip Storch (m); Ralph Rosenberger (e); John Steacy (S)

FIRST IN THE Lehigh Valley

ALLENTOWN, PA.
CALL - CHRONICLE NEWSPAPERS
● THE MORNING CALL
● EVENING CHRONICLE
● SUNDAY CALL-CHRONICLE
(The Area's Only Sunday Newspaper)

FIRST . . . in Circulation
FIRST . . . in Retail Advertising
FIRST . . . in General Advertising
FIRST . . . in Classified Advertising
FIRST . . . in Total Advertising

FIRST
● in the hearts and minds of the good people of Lehigh Valley.
● when there is a birth, a death, a wedding, any community, state or national event.
● when they want to buy or sell.
● when they go on a shopping trip.

The FIRST and Only Media that Guarantees Delivery up to 4 out of 5 homes in this Retail Trading Area.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ALLENTOWN (PA) CALL-CHRONICLE—Cont'd
Farm—A. L. Hacker (m) (S)
Fashion—Frances Weishampel (m); La Rhue Gery (e); Doris Leete (S)
Food—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)
Garden—Henry A. Geiger (m) (S); Floyd Stickle (e)
Librarian—Ira Peters (m) (e) (S)
Motion Picture-Theatrical—John Y. Kohl (m) (S); La Ruhe Gery (e)
Music—Frances Weishampel (m); La Ruhe Gery (e)
Photo. Dept. Mgr.—Frank Marsteller (m) (e) (S)
Picture Editor—Frank Marsteller (m) (e) (S)
Radio-Television—Arthur Gerhart (m) (e) (S)
Real Estate—Henry Geiger (m) (S)
Travel—William D. Reimert (m) (e) (S)
Society—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)

ALTOONA (Pa.), MIRROR (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herman S. Reifsnyder
Columnists—Mrs. Pat Hinton; Grace Ebright
Editorial Writers—J. E. Holtzinger; H. S. Reifsnyder; Philip Fain; J. E. Benney
Education—Gerald Mays
Farm—J. E. Holtzinger
Fashion—Rose Kelly
Librarian—Esther Barnes
Motion Picture-Theatrical—Mrs. Pat Hinton
Music—Mrs. Pat Hinton
Radio-Television—Mrs. Pat Hinton

ALTOONA (Pa.), TRIBUNE (m)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ada Sell
Editorial Writer—Robert W. Boyer
Fashion—Ada Sell
Radio-Television—Leo. M. Carroll

AMBRIDGE (Pa.), CITIZEN (e ex. Sat)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Special Editions: Industrial Edition (Jan.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Adam Wolicki
Business-Financial—Arthur Thompson
Church—Caryl McNees
Fashion—Caryl McNees
Food—Suzi Morton
Photo. Dept. Mgr.—Robert L. Wallace
Picture Editor—Alice Gaona
Radio-Television—Suzi Morton
Real Estate—Wm. J. Merz
Society—Caryl McNees

BEAVER-ROCHESTER-ALIQUIPPA-AMBRIDGE (Pa.), BEAVER VALLEY TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Fri.
Advs. Not Accepted: Vending Machines.
Special Editions: Farm & Garden (Mar.); Back-to-School (Aug.); Annual Recipe (May); Christmas (Nov.)
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Section Thurs.; Do-It-Yourself, Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Creamer
Aviation—Ralph Young
Book—Ralph Temples
Business-Financial—Jack Malone
Cartoonist—R. R. Coates
Church—Ralph Temples
Columnists—R. R. Coates; Frank Worbs
Editorial Writers—Frank Worbs; Jack Malone; Ralph Temples
Education—Fran Hollender
Farm—Don Creamer
Fashion—Gladys Gibbons
Food—Gladys Gibbons
Photo. Dept. Mgr.—Russel Morley
Picture Editor—Ralph Temples
Radio-Television—Ralph Temples
Real Estate—Daniel Paulovich
Society—Gladys Gibbons

BEAVER FALLS-NEW BRIGHTON (Pa.), NEWS-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Fri.
Advs. Not Accepted: Liquor; beer.
Special Editions: Business Review (Jan.); Home Builders (Apr.); Back to School (Aug.).
No Editions: Christmas; New Years; Thanksgiving; Labor Day; Decoration Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Don E. Coleman
Columnist—Fran. E. McDanel
Editorial Writer—James H. March
Education—Fran E. McDanel
Fashion—Margaret Keller
Food—Fran E. McDanel
Photo. Dept. Mgr.—James H. March Jr.
Picture Editor—Fran E. McDanel
Society—Margaret E. Keller

BEDFORD (Pa.), GAZETTE (m)
Advs. Not Accepted: Liquor.
Annual Special Editions: Invitation Edition (Mar.); Pennsylvania Week (Oct.).
No Editions: New Years; Decoration Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—H. K. Frear; E. R. Edwards
Editorial Writers—H. K. Frear; E. R. Edwards

BERWICK (Pa.), ENTERPRISE (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashions (Apr.); Fall Fashions (Sept.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. A. Fenstermacher; Alfred Dalberto; Irene Dunn; Arthur Wark
Fashion—Irene Dunn
Photo. Dept. Mgr.—J. P. Fowler
Society—Irene Dunn

BETHLEHEM (Pa.), GLOBE-TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WGPA AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Frances Eisenhauer
Columnist—Fred Nonnemacher
Editorial Writers—R. H. Kirkpatrick; C. Fred Ritter
Education—Guy Stroh
Fashion—Mrs. Walter Batt
Food—Mrs. Walter Batt
Librarian—Mrs. Elizabeth Davis
Music—Mrs. Elizabeth Davis
Photo. Dept. Mgr.—Donald Hunt
Picture Editor—Lloyd Lukens
Radio-Television—Mrs. Elizabeth Davis
Society—Mrs. Walter Batt

BLOOMSBURG (Pa.), MORNING PRESS (m)
Advs. Not Accepted: Beer & liquor.
Special Editions: Fair & Farm (Sept.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day.
Food and/or Household Dept: Food and homemakers page, Weds.
Radio Station Affiliation: WCNR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Eyerly
Editorial Writers—Paul R. Eyerly; Edward F. Schuyler
Farm—Richard Birch
Fashion—Meriam Stephens
Food—Meriam Stephens
Photo. Dept. Mgr.—R. R. Eyerly
Society—Meriam Stephens

BRADFORD (Pa.), ERA (m)
Split Run Advertising: Geographically.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Bride's (May).
No Editions: July 4th; Christmas.
Radio Station Affiliation: WESB
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. M. Cleary
Aviation—H. A. Satterwhite
Book—R. B. Bromeley
Business-Financial—J. M. Cleary
Church—Frederick A. Sica
Columnists—J. M. Cleary; Don Barry
Editorial Writer—J. M. Cleary
Education—J. M. Cleary
Farm—Bert Freed
Fashion—Helen Slosser
Food—Helen Slosser
Librarian—Helen Panyity
Motion Picture-Theatrical—Bert Freed
Music—Helen Slosser
Photo. Dept. Mgr.—Leo F. Fahey
Picture Editor—J. M. Cleary
Radio-Television—J. M. Cleary
Real Estate—W. E. Eysinger
Travel—M. J. Eysinger
Society—Helen Slosser

BRISTOL (Pa.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—John Kochalka
Editorial Writer—George G. Gray
Fashion—Joan Nevins
Garden—Walter W. Pitzonka, Jr.
Photo. Dept. Mgr.—Thomas Keane
Picture Editor—J. R. Mather
Radio-Television—George G. Gray
Society—Joan Nevins
Note: The same information holds for the Levittown (Pa.) Times, which is also owned by the Bristol Printing Co.

BROWNSVILLE (Pa.), TELEGRAPH (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Cooking School (Feb.); Fall Fashion (Sept.); Spring Fashion (Mar.).
No Editions: New Years; Decoration Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Daniel A. Goss
Business-Financial—John Matta
Church—Carl Apone
Fashion—Dora Apone
Motion Picture-Theatrical—Robert Atwood
Photo. Dept. Mgr.—Robert Atwood
Picture Editor—Carl Apone
Radio-Television—Robert Atwood
Society—Dora Apone

BUTLER (Pa.), EAGLE (e)
Advs. Not Accepted: Liquor.
Special Editions: Style Editions (Easter); Dollar Day Edition.
No Editions: Christmas; Labor Day; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept.: Thurs. & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to John Laing Wise, editor.

CANONSBURG (Pa.), NOTES (e)
Advs. Not Accepted: Liquor (Beer & Wine accepted)
Special Editions: Dollar Day (Jan.); Dollar Day (July); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—G. A. Anderson
Editorial Writer—G. A. Anderson
Fashion—Ann Krist
Food—Ann Krist
Society—Ann Krist

CARBONDALE (Pa.), NEWS (e ex. Sat)
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Heth
Aviation—Tom Heth
Book—Thomas Gilmartin
Business-Financial—Thomas Gilmartin
Church—Marie Pettinato
Columnist—Tom Heth
Editorial Writer—Thomas Gilmartin
Education—Tom Heth
Farm—Thomas Gilmartin
Fashion—Marie Pettinato
Food—Marie Pettinato
Garden—Marie Pettinato
Librarian—Marie Pettinato
Motion Picture-Theatrical—John Bolak
Music—John Bolak
Photo. Dept. Mgr.—Mickey Schella
Picture Editor—Thomas Gilmartin
Radio-Television—Thomas Gilmartin
Real Estate—Thomas Gilmartin
Travel—Thomas Gilmartin
Society—Marie Pettinato

CARLISLE (Pa.), SENTINEL (e)
Advs. Not Accepted: Sunday amusements. Alcoholic beverages.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—A. Douglas Thompson

CHARLEROI (Pa.), MAIL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—H. E. McCamic

CHESTER (Pa.), TIMES (e)
Special Editions: Thanksgiving Day; Christmas Edition; Christmas Greetings.
No Editions: New Years; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hugh Wagnon
Business-Financial—William McCartney
Editorial Writer—Fred Echelmeyer

CLEARFIELD (Pa.), PROGRESS (e)
Special Editions: Spring Clean-up (Apr.); Fair (July); Back-to-School (Aug.).
No Editions: New Year's; Memorial Day; July 4th; Armistice Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCPA-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—R. B. Irwin
Editorial Writer—G. A. Scott
Farm—W. O. Mitchell
Fashion—Betty Hamilton
Food—Betty Hamilton
Motion-Picture-Theatrical—Jane Dietzell
Music—Betty Hamilton
Photo. Dept. Mgr.—J. Zipf
Radio-Television—W. J. Thomas
Society—Betty Hamilton

COATESVILLE (Pa.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—C. H. Heintzelman
Columnist—Fred B. Manship
Editorial Writers—C. H. Heintzelman; George H. Heintzelman
Farm—Wayne Morris
Fashion—Dorothy Hall
Garden—Wayne Morris
Photo. Dept. Mgr.—George Heintzelman
Picture Editor—George Heintzelman
Society—Dorothy Hall

COLUMBIA (Pa.), NEWS (e)
Special Editions: Sales Day (Jan.); Sales Day (July).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. I. M. Frank
Editorial Writer—C. H. Gable
Photo. Dept. Mgr.—E. N. Crist

CONNELLSVILLE (Pa.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Louis H. Simons
Columnist—James M. Driscoll
Editorial Writers—James M. Driscoll; William J. Cowley
Picture Editor—John H. Whoric
Society—Margaret Atkinson

CORRY (Pa.), JOURNAL (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George R. Sample; Vance C. Allen
Editorial Writer—George R. Sample
Society—Rita Jackson

DANVILLE (Pa.), NEWS (m)
Split Run Advertising: Geographically
Advs. Not Accepted: Vending machines.
Special Editions: Back-to-School (Aug.); Pennsylvania Week (Oct.); Christmas Greeting (Dec.); Spring Style Opening (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ivan Boxell
Church—James Moore
Columnists—Ivan Boxell; Jack Feeley; Berenice Iles
Editorial Writers—Ivan Boxell; George Ohlman
Education—James Moore
Farm—Jack Feeley
Fashion—Berenice Eifert
Photo. Dept. Mgr.—George Ohlman
Picture Editor—George Ohlman
Society—Berenice Eifert

DOYLESTOWN (Pa.), INTELLIGENCER (e)
Special Editions: Fashions (pre-Easter); Vacation (May); Back to School (Aug.); Lay-away-for-Christmas (Oct.).

(Continued on page 224)

We've been
ADDING CUSTOMERS
for you every year
AND THIS YEAR'S NO EXCEPTION!

DECEMBER 1952 35,250
DECEMBER 1953 36,789
DECEMBER 1954 37,816*

MORE THAN EVER
The People You Want
in *This* End of Pennsylvania
Read *This* Paper

CHESTER TIMES Chester, Pa.
Delaware County's *ONLY* Hometown *DAILY*

* ALL-TIME HIGH—Last ABC Audit Report as of 9/30/54—36,826

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY, INC.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from page 223)

DOYLESTOWN (PA) INTELLIGENCER—Cont'd

No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer Pariseau
Book—Lester Trauch
Business-Financial—Robert M. Hotchkiss
Church—Alice Gilbert
Editorial Writer—George R. Thompson
Education—Alice Gilbert
Farm—Barry Nemeoff
Fashion—Judy McCann
Food—Elmer Pariseau
Garden—Barry Nemeoff
Librarian—Alice Gilbert
Motion Picture-Theatrical—Lester Trauch
Music—Lester Trauch
Photo. Dept. Mgr.—James Barlow
Picture Editor—George Thompson
Radio-Television—Judy McCann
Real Estate—Barry Nemeoff
Travel—Judy McCann
Society—Judy McCann

DuBOIS (Pa.), COURIER-EXPRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCED.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. L. Bloom
Book—L. F. Mohney
Business-Financial—H. T. Gray
Church—M. L. Madson
Columnist—F. I. Gillung
Editorial Writers—H. T. Gray; J. S. Gray; F. I. Gillung
Education—Robert Sabbatto
Farm—L. F. Mohney
Fashion—M. L. Madson
Food—L. M. Kearney
Garden—C. J. Shaw
Librarian—S. Rafferty
Music—Myrtle Swanson
Photo. Dept. Mgr.—George Waylonis
Radio-Television—J. S. Gray
Real Estate—Robert Sabbatto
Travel—D. R. Stohl
Society—R. B. Carlson

EASTON (Pa.). PHILLIPSBURG (N. J.), EXPRESS (e)
Split Run Advertising: Every-other Paper
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WEEX-FM.
Television Station Affiliation: WGLV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. H. Schmell
Book—D. P. Keith
Business-Financial—S. P. Lewis
Church—R. C. McGiffert
Columnist—Ben Kizer
Editorial Writer—D. P. Keith
Fashion—Miss C. M. McGrath
Food—Miss C. M. McGrath
Garden—S. P. Lewis
Librarian—R. C. McGiffert
Motion Picture-Theatrical—R. C. McGiffert
Picture Editor—S. P. Lewis
Radio-Television—S. P. Lewis
Real Estate—R. C. McGiffert
Society—Miss C. M. McGrath

ELLWOOD CITY (Pa.), LEDGER (e)
Run-of Paper Color Advs.: Up to 3 colors. Daily except Thurs.
No Editions: New Years; Labor Day; July 4th; Christmas; Thanksgiving; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John A. Pearson; Rita Battilocchi
Photo. Dept. Mgr.—David Claytor

ERIE (Pa.), DISPATCH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Home Show (May); White Elephant (Jan.); Business & Industrial Review (Jan.); Cook Book (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food pages Thursday; Food column daily. Material Sun.
Radio Station Affiliation: WIKK.
Television Station Affiliation: WICU.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larie Pintea
Aviation—Bill Kohler
Book—W. Howard Parsons
Business-Financial—John Maleno
Cartoonist—Anthony DeStefano
Church—Helen Redfield
Columnists—Wes Driscoll; Hy Yaple; Joe Cowden; Jerry Candela; Joe Martin; Edward Lamb; Len Kholos; Gene Janas
Editorial Writers—Edward Lamb; Donald Bailer
Education—Helen Emmerich
Farm—James West
Fashion—Hy Yaple
Food—Dorothy Corboy
Garden—Peter Loesch
Librarian—Richard Sanbry
Motion Picture-Theatrical—Lyle McKay
Music—Lyle McKay
Photo. Dept. Mgr.—Joseph Pohl
Picture Editor—Joseph Will
Radio-Television—Jack Schumacher
Real Estate—Larie Pintea
Travel—Ruth Weiler
Society—Dorothy Corboy

ERIE (Pa.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Split Run Advertising: When paper is 40 pages or less, true split-run (every other paper) is possible. When papers are over 40 pages in size, we single plate the press and split run means breaking the circulation into parts using two different plates.
Advs. Not Accepted: Some mail order.
Special Editions: Fall Fashions (Aug.); Spring Fashions (Mar.); Home & Garden (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas.
Print Own Magazine: Yes.
Group Membership: Jessie's Notebook
Food and/or Household Dept.: Food Thurs; Household daily.
Television Station Affiliation: WSEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward Mead
Aviation—Edward Mead
Book—Alice Peerboom
Business-Financial—Edward Mead
Cartoonists—George Lewis; Wm. Rusterholtz
Church—Bob Barrett
Columnists—Wm. Fowler; Ed Wellejus; Gene Cuneo; Miki Mahoney; Timmie Sullivan; Jay James; Harold Sullivan; Joseph Meagher; Cliff Taylor
Editorial Writers—John Mead; Harold Sullivan
Education—Edward Mead
Farm—Walter Jack
Fashion—Pat English
Food—Pat English
Motion Picture-Theatrical—Jos Meagher
Music—Timmie Sullivan
Photo. Dept. Mgr.—Frank Foye
Picture Editor—Jos Meagher
Radio-Television—Timmie Sullivan
Real Estate—Al Coleman
Travel—Pat English
Society—Pat English

FRANKLIN (Pa.), NEWS-HERALD (e)
Split Run Advertising: Geographically Every-other Paper.
Special Editions: Cooking School (Apr.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert C. Davis
Aviation—Jack MacMillan
Book—Robert C. Davis
Business-Financial—Robert C. Davis
Church—Carolee Michener
Editorial Writers—Wayne W. Bleakley; Richard A. Ludwig; James A. Murrin
Education—Mrs. A. O. Gourley
Farm—Jack MacMillan
Fashion—Carolee Michener
Food—Carolee Michener
Garden—Carolee Michener
Librarian—Mrs. A. O. Gourley
Motion Picture-Theatrical—Carolee Michener
Music—Mrs. A. O. Gourley
Photo. Dept. Mgr.—Earl Nichols
Picture Editor—Jack MacMillan
Radio-Television—Carolee Michener
Real Estate—R. A. Ludwig
Society—Carolee Michener

GREENSBURG (Pa.), REVIEW (m); TRIBUNE (e)
Special Editions: Back to School (Aug.); Christmas Supplement (Nov.); Cook Book (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Cols. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Samuel George (m)
Columnist—Tom Aiken (m)
Editorial Writers—Samuel George (m); Errol Derby (e)
Fashion—Betty Lou Sam (e)
Society—Katherine Friedel (m); Betty Lou Sam (e)

GREENVILLE (Pa.), RECORD-ARGUS (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Sam Dillon
Society—Mrs. Harold Paxton

HANOVER (Pa.), SUN (e)
Advs. Not Accepted: Classified help wanted.
No Editions: New Years Day; Memorial Day; Independence Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jeane Leonard
Columnist—T. Y. Cooper
Education—C. H. Meredith
Motion Picture-Theatrical—H. B. Hostetter
Music—H. B. Hostetter
Radio-Television—J. A. Schwartz
Travel—H. B. Hostetter

HARRISBURG (Pa.), PATRIOT (m); NEWS (e); PATRIOT-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. except Weds. (e).
No Editions: (e) July 4th; Christmas; New Years.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Nicholas T. Ruggieri
Editorial Writers—A. H. Stackpole; J. R. Doran
Farm—Harold Howell
Librarian—Claire Taggart
Society—Bettie Sawyer

HAZLETON (Pa.), STANDARD-SENTINEL (m); THE PLAIN SPEAKER (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

HOMESTEAD-W. HOMESTEAD-MUNHALL (Pa.), MESSENGER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.

ERIE PENNSYLVANIA'S THIRD CITY

Third in population[1]

Third in retail sales[1]

FIRST IN GROWTH

Leads all 100,000-and-over Pennsylvania cities

. . . in population growth[2] . . . in retail sales growth[3]

THE TIMES ERIE'S FIRST NEWSPAPER

FIRST IN CIRCULATION . . .
35% more total,
36% more A.B.C. City Zone
weekday circulation
than the second paper.[4]

FIRST IN CIRCULATION PER DOLLAR . . .
milline lowest in Erie.

FIRST IN LINAGE . . .
consistently leads in every category,
6 days against 6, 7 against 7.[5]

THE ERIE TIMES

first paper in pennsylvania's third market

[1] 1954 Sales Management.
[2] 1940 U.S. Census vs. 1954 Sales Management.
[3] 1939 U.S. Census vs. 1954 Sales Management.
[4] A.B.C. Publisher's Statements, Sept. 30, 1954.
[5] Media Records, Jan.-Dec., 1953; Jan.-Nov., 1954.

REPRESENTED BY THE KATZ AGENCY, INC.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HOMESTEAD-W. HOMESTEAD-MUNHALL—Cont'd
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—John Johnson
Editorial Writers—I. E. Bonafice; A. W. Fitzgerald
Fashion—Margaret G. Frank
Food—Margaret G. Frank
Librarian—W. J. Gjebre
Radio-Television—Margaret G. Frank
Society—Margaret G. Frank

HONESDALE-HAWLEY (Pa.), CITIZEN-TIMES (e)
Split Run Advertising: Geographically.
Special Editions: Fair Edition (Sept.); Anniversary (Oct.); Lake Wallenpaupack (Mar.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Labor Day.
Radio Station Affiliation: WCDL.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Edward H. Swoyer.

HUNTINGDON-MOUNT UNION (Pa.), NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WHUN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer McCartney
Aviation—Mailand McIlroy
Book—Myrtle McCallips
Business-Financial—E. Blair Shore
Church—Myrtle McCallips
Editorial Writer—John H. Biddle
Education—John H. Biddle
Farm—Eugene Shore
Fashion—Winifred Hawn
Food—Winifred Hawn
Garden—Winifred Hawn
Librarian—Joan Corcelius
Motion Picture-Theatrical—Winifred Hawn
Music—Winifred Hawn
Photo. Dept. Mgr.—Beatrice Taylor
Picture Editor—Eugene Shore
Radio-Television—Eugene Shore
Real Estate—John H. Biddle
Travel—John H. Biddle
Society—Winifred Hawn

INDIANA (Pa.), GAZETTE (e)
Advs. Not Accepted: Mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joseph Donnelly
Columnists—William Ingersoll; William Hastings
Photo. Dept. Mgr.—Frank J. Sipos
Society—Mrs. Jess Ray

JEANNETTE (Pa.), NEWS-DISPATCH (e ex. Sat)
Special Editions: Christmas Shopping (Nov.); Cook Book Section (Feb. or Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Lazar
Business-Financial—Paul D. Teske
Church—Eleanor Charlesworth
Editorial Writer—J. G. Bomberger
Fashion—Marion L. Hollendonner
Music—R. D. Martz
Photo. Dept. Mgr.—Ed Lazar
Society—M. L. Hollendonner

JERSEY SHORE (Pa.), HERALD (e)
No Editions: New Years; July 4th; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fredric W. Whitmer
Columnists—Joseph Cox; Sue Schreck; Robert Steinhelper; Ross Watts
Editorial Writers—John D. DeBiase; Robert Steinhelper
Farm—Ross Watts
Fashion—Mary Jane Schreck
Food—Mary Jane Schreck
Society—Mary Jane Schreck

JOHNSTOWN (Pa.); TRIBUNE-DEMOCRAT (m)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Mail Order.
Special Editions: Business Review (Jan.); Auto Show (Feb.); Building & Real Estate (Mar.); Television (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Women's Page; Saturday Building Features.
Radio Station Affiliation: WJAC-AM & FM.
Television Station Affiliation: WJAC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. W. Dressler; John F. James; L. D. McCready; George Cooper; James Torr
Editorial Writers—C. W. Dressler; John F. James
Radio-Television—Ed Klym

KITTANNING (Pa.), SIMPSON'S LEADER-TIMES (e)
Advs. Not Accepted: Liquor; wine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayne B. Owen
Aviation—Wayne B. Owen
Book—Wayne B. Owen
Business-Financial—Wayne B. Owen
Church—Wayne B. Owen
Editorial Writer—Wayne B. Owen
Education—Wayne B. Owen
Farm—James M. Wyant
Fashion—Ethelyn E. Young
Food—Wayne B. Owen
Garden—Wayne B. Owen
Motion Picture-Theatrical—Ethelyn E. Young
Music—Ethelyn E. Young
Photo. Dept. Mgr.—James M. Wyant
Picture Editor—James M. Wyant
Radio-Television—Ethelyn E. Young
Real Estate—Wayne B. Owen
Travel—James M. Wyant
Society—Ethelyn E. Young

LANCASTER (Pa.), INTELLIGENCER JOURNAL (m); NEW ERA (e); SUNDAY NEWS (S)
Run-of-Paper Color Advs.: 4 color. Daily.
Annual Special Editions: Farm Section (Mar. & Sept.); Fashion Section (Mar. & Sept.); Auto (June); Radio (Oct.); Graduation (S) (May)
No Editions: Christmas (m) (e); Thanksgiving (e); July 4th (e)
Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Food columns Fri (m), Thurs. (e); daily recipes.

LANSDALE (Pa.), NORTH PENN REPORTER (e ex. Sat)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Back to School (Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and household news Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George W. Knipe
Business-Financial—Howard C. Berky
Church—Blanche Seasholtz
Columnist—Edgar J. Williams
Editorial Writer—Calvin M. Craig
Education—George W. Knipe
Food—Blanche Seasholtz
Photo. Dept. Mgr.—Avery Horner, Jr.
Picture Editor—Avery Horner, Jr.
Radio-Television—George W. Knipe
Real Estate—Calvin M. Craig
Society—Blanche Seasholtz

LATROBE (Pa.), BULLETIN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: New Years; July 4th; Decoration Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois R. Anthony
Columnists—John D. George; Vincent J. Quatrini, Sr.; Lois R. Anthony
Editorial Writer—Robert S. McConnell, Sr.
Photo. Dept. Mgr.—Harry K. Frye
Radio-Television—Mary Lou Demangone
Society—Barbara Beatty

LEBANON (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Yes.
Special Editions: Prosperity Day (Feb.); Prosperity Day (Aug.).
No Editions: Christmas; Labor Day.
Syndicated Magazine Section Carried: King Features Material.
Television Station Affiliation: WLBR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Hal Fox
Columnists—Wm. Parry (e) (S); Hal Fox (e) (S); Julie Mark (e) (S)
Editorial Writer—Adam S. Wilder (e) (S)
Farm—Hal Fox (e) (S)
Photo. Dept. Mgr.—Adam S. Wilder (e) (S)
Radio-Television—John Schropp (e)
Society—Julie Mark (e); Mazie Hartleib (S)

LEHIGHTON (Pa.), LEADER (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; Thanksgiving; July 4th; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to William G. Rhoads.

LEWISTOWN (Pa.), SENTINEL (e)
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food (Thurs.).
Radio Station Affiliation: WMRF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. S. Ruble
Aviation—R. S. Ruble
Book—M. S. Stroup
Business-Financial—C. V. Rowland
Church—Gerald M. Lepley
Columnist—Ben. F. Meyers
Editorial Writer—Martin S. Stroup
Education—R. S. Ruble
Farm—R. S. Ruble
Fashion—R. S. Ruble
Food—R. S. Ruble
Garden—R. S. Ruble
Librarian—R. S. Ruble
Motion Picture-Theatrical—M. S. Stroup
Photo Dept. Mgr.—R. S. Ruble
Picture Editor—M. S. Stroup
Radio-Television—M. S. Stroup
Society—Gerry Chapman

LOCK HAVEN (Pa.), EXPRESS (e)
Special Editions: Dollar Days (Jan. & July); Back to School (Aug.); Spring-Fall Opgs. (Mar. & Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Rebecca F. Gross
Church—Martha Zeigler
Editorial Writer—Rebecca F. Gross
Education—Colette C. Haag
Farm—William Lawrence
Fashion—Colette Haag
Food—Colette Haag
Garden—Martha B. Zeigler
Librarian—Kay Welliver
Music—Martha B. Zeigler
Photo. Dept. Mgr.—James A. Patterson
Picture Editor—James A. Patterson
Travel—Rebecca F. Gross
Society—Martha B. Zeigler

McKEESPORT (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Christmas Gift Guide (Dec.); Home Builders Guide (Apr.).
No Editions: Thanksgiving; Christmas; New Years; Memorial Day; July 4th, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert E. McCormick
Church—Eleanor Kratzer
Editorial Writer—Jack Orr
Fashion—Eleanor Kratzer
Motion Picture-Theatrical—Donald Dulac
Society—Eleanor Kratzer

MEADVILLE (Pa.), TRIBUNE-REPUBLICAN (m ex. Sat); REPUBLICAN (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Back-To-School (Aug.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Bates
Editorial Writer—Robert S. Bates
Librarian—Halver Getchell
Music—Gertrude Prodehl
Photo. Dept. Mgr.—Reed McCaskey
Picture Editor—K. P. Williams
Society—Gertrude Dee Thomas

MILTON (Pa.); STANDARD (e)
Special Editions: Year End (Dec.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. P. Hastings
Photo. Dept. Mgr.—Leroy Sweitzer

MONESSEN (Pa.), INDEPENDENT (e)
Run-of-Paper Color Advs.: 1 color. On application.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Decoration Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept.: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. John Hurley

MOUNT CARMEL (Pa.), ITEM (e)
Advs. Not Accepted: Homework classified.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ira F. Roadarmel
Editorial Writer—Ira F. Roadarmel
Motion Picture-Theatrical—W. G. Stanton
Picture Editor—John H. Latshaw
Radio-Television—Stephen A. Milo
Society—Magdalene Murdza

NEW KENSINGTON-ARNOLD (Pa.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Graduation Edition (May); Back to School (Aug.); Fashion Edition (Sept.); Fall Opening (Oct.); Christmas Edition (Nov. 25).
No Editions: New Years; July 4th; Labor Day; Christmas; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joseph Oravec
Church—Jessie Traenkner
Editorial Writers—William Ahlstrom; Joseph Oravec
Farm—William Ahlstrom
Fashion—Eleanor Koontz
Food—Eleanor Koontz
Garden—William Ahlstrom
Photo. Dept. Mgr.—William Scrivo
Picture Editor—William Scrivo
Radio-Television—Frank Ramsden
Real Estate—Andy Beresky
Society—Eleanor Koontz

NORRISTOWN, (Pa.), TIMES HERALD (e)
Advs. Not Accepted: Palmist; fortune telling.
Special Editions: Shoes (Mar & Sept); Electrical (Apr); Back to School (Sept.).
No Editions: New Year's; July 4th; Labor Day; Christmas; Memorial Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert I. McCracken
Aviation—George Blake
Book—Frederick S. Fox
Business-Financial—W. H. Shelton
Cartoonist—D. J. DiFerdinando
Church—Dick Dean
Columnists—Felix E. McCarthy; M. Rita McInerney
Editorial Writers—Frederick S. Fox; T. Edward Maum; Gilbert L. Fusco; Felix E. McCarthy
Education—Joseph Fox
Farm—W. H. Shelton
Fashion—M. Rita McInerney
Food—Joseph G. McClellan
Garden—W. H. Shelton
Librarian—Helen Wasko
Motion Picture-Theatrical—T. Edward Maum
Music—M. Rita McInerney
Photo. Dept. Mgr.—Robert Kratz
Picture Editor—T. Edward Maum
Radio-Television—T. Edward Maum
Real Estate—J. Charles Whitman, II
Travel—Stella T. Cox
Society—M. Rita McInerney

OIL CITY (Pa.), DERRICK (m); BLIZZARD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: Business & Financial (Jan.); Cook Book (Feb.); Graduation (May); Cooking School (Oct); Christmas Season (Nov.); Spring Fashions (Apr.); Fall Fashions (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. E. Russell
Book—E. P. Boyle
Business-Financial—R. W. Rhoades
Editorial Writer—H. L. Schultheis
Farm—P. C. Boyle
Fashion—A. J. Loebelenz
Food—R. W. Rhoades
Garden—H. L. Boyle
Motion Picture-Theatrical—A. J. Loebelenz
Photo. Dept. Mgr.—Carl A. Nelson
Radio-Television—E. P. Boyle
Real Estate—A. R. Thompson
Travel—E. P. Boyle
Society—A. J. Loebelenz

PHILADELPHIA (Pa.), BULLETIN (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; wine.
No Editions: July 4th; Christmas.
Syndicated Magazine Section Carried: This Week American Weekly.
Group Membership: Puck-The Comic Weekly.
Radio Station Affiliation: WCAU
Television Station Affiliation: WCAU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. A. Livingston
Church—Harrison W. Fry
Columnists—Ralph W. Page (e) (S); Paul Jones (e); Don Rose (e); Earl Selby (e) (S); Frank Brookhouser (e) (S); Garry Flinn (e); Melvin K. Whiteleather (e); Marley Cassidy (S)
Education—Harrison W. Fry
Food—Frances Blackwood
Garden—Patricia Spollen
Motion Picture-Theatrical—Laura Lee; Wayne Robinson
Music—Max de Schauensee
Radio-Television—Robert J. Williams
Real Estate—Daniel F. O'Leary
Travel—Walter W. Wilson
Society—Kittie Campbell

PHILADELPHIA (Pa.), INQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Mid-Year and Year-End Financial Reviews (July & Jan.); "Delaware Valley," U.S.A. (Sept. or Oct.).
Print Own Magazine. Yes.
Group Membership: Metropolitan Group; First Three Markets.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: WFIL-AM & FM.
Television Station Affiliation: WFIL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Frank Rosen
Book—David Appel
Business-Financial—E. S. Banks
Cartoonist—Hugh Hutton
Church—Donald Scott
Columnists—Ivan H. Peterman; John M. Cummings; John C. O'Brien; John Webster; Judy Jennings; Oliver H. Crawford; James George
Editorial Writers—Paul McC. Warner; Wynter R. Newhouse; Arthur Pierce; Harold J. Weigand; Louis R. Winter, Jr.; Charles H. Ellis, Jr.
Fashion—Cynthia Cabot
Food—Lois M. McCloskey
Garden—Dr. Jane Leslie Kift
Librarian—Joseph E. Molloy
Motion Picture-Theatrical—Mildred Martin
Music—Edwin H. Schloss
Photo. Dept. Mgr.—Frank B. Johnston
Picture Editor—Harry Hoffman
Radio-Television—Mrs. Eugenia K. Rozanski
Real Estate—Raymond Nelson
Travel—Rolfe Garrett
Society—Katherine McC. Dunlap

PHILADELPHIA (Pa.), NEWS (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Split Run Advertising: Every-other Paper.
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Thurs. food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. K. Wilson
Aviation—Charles King
Book—Julius Apt
Business-Financial—Sig Hagen
Cartoonist—Jerry Doyle
Church—Thomas Love
Columnists—Mitchell Swartz; Lanse McCurley; Bill Slocum; Harry Botsford; Duke Meeks; Sylvia Porter; Dan Parker
Editorial Writer—Vincent Clark
Food—Harry Botsford
Librarian—Michael Fulvio
Motion Picture-Theatrical—Chuck Melven; Harry Glover
Music—Vincent Clark
Photo. Dept. Mgr.—Jos. McGuinn
Picture Editor—William Springfield
Radio-Television—Mitchell Swartz
Travel—Wm. Wilson

PHILIPSBURG (Pa.), JOURNAL (e ex. Sat)
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor, beer.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.

PHOENIXVILLE (Pa.), REPUBLICAN (e)
Split Run Advertising: Yes.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WNAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph P. Ujobai
Aviation—Joseph P. Ujobai
Book—Joseph P. Ujobai
Business-Financial—Joseph P. Ujobai
Church—John V. Norris
Columnist—Phoebe H. Gilkyson
Editorial Writers—Phoebe H. Gilkyson; Joseph P. Ujobai; Joseph F. Rudick
Education—Eleanor Ferris
Farm—Joseph F. Rudick
Fashion—Diane Sharshon
Food—Joseph F. Rudick
Garden—John V. Norris
Librarian—Pamela James
Motion Picture-Theatrical—Eleanor Ferris
Music—Diane Sharshon
Photo. Dept. Mgr.—Joseph F. Rudick
Picture Editor—Joseph F. Rudick
Radio-Television—Eleanor Ferris
Real Estate—Joseph P. Ujobai
Travel—Joseph P. Ujobai
Society—Diane Sharshon

PITTSBURGH (Pa.), POST-GAZETTE (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Financial & Business Rev. (Jan.); Baseball (Apr.); Modern Homes (May); Auto Show (Mar.).
Food and/or Household Dept.: Food column daily.
Radio Station Affiliation: WWSW.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Arthur R. Friedman
Cartoonist—Cy Hungerford
Columnist—Charles F. Danver
Editorial Writers—Frank S. Hawkins; Andrew Chancellor; John Lofton
Fashion—Frances Walker
Food—Veronica Volpe
Motion Picture-Theatrical—Harold V. Cohen
Music—Donald S. Steinfirst
Photo. Dept. Mgr.—James Klingensmith
Picture Editor—E. M. Wilson
Radio-Television—Win Fanning
Real Estate—Maurice Sullivan
Travel—Maurice Sullivan
Society—Anne Ryan Lesh

PITTSBURGH (Pa.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Year End (Jan.).
No Editions: New Years; Decoration Day; July 4th; Christmas.
Print Own Magazine: Yes.

(Continued on page 226)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from page 225)

PITTSBURGH (PA) PRESS—Cont'd
Syndicated Magazine Section Carried: This Week Magazine.
Group Membership: Jessie's Notebook; Nancy Sasser; Metropolitan; All Outdoors.
Food and/or Household Dept.: Food Section-Thursdays; Food Column-Tues.; Thurs.; & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Ward
Book—Edward P. Kasun
Business-Financial—Waldo L. Russell
Cartoonist—Ralph Reichhold
Church—Ray Hoffman
Columnists—Gilbert Love; William White
Editorial Writers—Robert Taylor; Gilbert Love; James E. Helbert
Farm—Leo Koeberlein
Fashion—Lenore Brundige
Food—Josephine Gibson
Librarian—Elsa Mansmann
Motion Picture-Theatrical—Kap Monahan
Music—Ralph Lewando
Photo. Dept. Mgr.—Ray Gallivan
Radio-Television—Fred Remington
Real Estate—Wm. K. Trosene
Travel—Henry Ward
Society—Anne Weiss

PITTSBURGH (Pa.), SUN-TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Split Run Advertising: Every-other Paper.
Special Editions: Cook Book (Apr.); Year End Business Review (Jan.); Christmas Section (Dec.).
No Editions: Christmas; New Year's; Independence Day; Memorial Day.
Magazine Section Carried: The American Weekly; Pictorial Review.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Rocks
Business-Financial—Hiram Howard
Church—Errett Smith
Columnists—Kenneth Speer; Davis J. Walsh; Harry Keck; Hi Howard; Milton V. Burgess; David T. Jones; George Shradle
Editorial Writer—Max Henrici
Farm—James Pettican
Fashion—Dorothy Randall
Food—Marion Leslie
Garden—James Pettican
Librarian—William Frank
Motion Picture-Theatrical—Karl Krug; Leonard Mendlowitz
Music—J. Fred Lissfelt
Photo. Dept. Mgr.—Edward Salamony
Picture Editor—Wilbur D. Clark
Radio-Television—Wilbur D. Clark; James Pettican
Real Estate—Hiram Howard
Travel—William C. Smith
Society—Marion Leslie

PITTSTON (Pa.), DISPATCH (S)
Advs. Not Accepted: Mail Order.
Special Editions: Graduation (June); Football (Nov.); Easter; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Black
Cartoonist—R. Cosgrove
Columnists—John Kehoe; W. A. Watson; Joanne Killian; J. A. O'Malley
Editorial Writer—William A. Watson, Sr.
Education—W. A. Watson, Jr.
Fashion—Joanne Killian
Photo. Dept. Mgr.—W. A. Watson, Jr.
Picture Editor—W. A. Watson, Sr.
Society—Joanne Killian

PITTSTON (Pa.), GAZETTE (e)
Special Editions: Christmas (Dec.).
No Editions: Decoration Day; July 4th; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John F. Higgins

POTTSTOWN (Pa.), MERCURY (m)
Run-of-Paper Color Advs.: Up to 3 colors. Early in the week preferred.
Advs. Not Accepted: Bingo.
Special Editions: Financial (Jan. & July); Thrift Week (Jan.); Home Impr.-Building (Mar. & Sept.); Fishing (Apr.); June Brides (June); School Safety (June); Farm Safety (June); Picnic (Aug.); Back-To-School (Sept.); Mobile Trailers (Sept.); Pennsylvania Week (Oct.); Fire Prevention (Oct.); Christmas Greetings (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Shandy Hill
Business-Financial—Normand Poirier
Church—Norman Reed
Columnists—Charles Treleven; Ed Taggert
Editorial Writer—Shandy Hill
Farm—Ronald Van Horn
Fashion—Joan Tyson
Food—Joan Tyson
Garden—Ronald Van Horn
Labor Editor—Robert Hoyer
Librarian—Charles Carter
Music—John Binder
Photo. Dept. Mgr.—Eugene Orlando
Picture Editor—Eugene Orlando
Radio-Television—Barbara Fillman
Society—Joan Tyson

POTTSVILLE (Pa.), REPUBLICAN (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: First Baby (Dec. & Jan.); Valentine (Feb.); Farm (Mar.); Spring Fashions (Mar.). Home Appliance-TV (Apr.); Mothers Day (May); Brides (May); Graduations (June); Fathers Day (June); Summer Fashions (June); Dairy Month (June); Back to School (Aug.); Hunting (Oct.); Football (Sept. & Oct.); Christmas Opening (Nov.).
No Editions: Christmas; New Years; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John J. Richards
Cartoonist—Howard Hoffman
Church—David Yocum
Columnists—J. Richards; C. Rose; Jean Neuser; W. Schraedley; C. Downey; Marion Clifford; Arthur Follett; Al Diety; Walter Farquhar; Herrwood Hobbs; Jack J. Richards
Editorial Writers—Ken Brennan; J. Richards; J. H. Zerbey; Martin Wixted; David Yocum
Farm—Jean Neuser
Fashion—Marion Sheafer
Garden—Marion Clifford
Librarian—Herbert Leuchtner
Motion Picture-Theatrical—Kenneth L. Brennan
Music—Kenneth L. Brennan
Photo. Dept. Mgr.—Kenneth L. Brennan
Picture Editor—Kenneth L. Brennan
Radio-Television—Charles Rose
Travel—Marion Clifford
Society—Marion Sheafer

PUNXSUTAWNEY (Pa.), SPIRIT (e)
No Editions: New Years; Christmas; Thanksgiving; Labor Day; Armistice Day.
Food and/or Household Dept.: Daily food column
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Carlton
Aviation—Jack Carlton
Book—Sid Carlton
Business-Financial—Sid Carlton
Church—Jack Carlton
Columnists—P. L. Smith; Jack Carlton; Ben L. Jones.
Editorial Writer—P. L. Smith
Education—Sid Carlton
Farm—Jack Carlton
Fashion—Marguerite Kovalak
Food—Marguerite Kovalak
Garden—Marguerite Kovalak
Librarian—Marguerite Kovalak
Motion Picture-Theatrical—Jack Carlton
Music—Sid Carlton
Photo. Dept. Mgr.—Leroy S. Harlan
Picture Editor—Sid Carlton
Radio-Television—Ben Jones
Real Estate—Jack Carlton
Travel—Marguerite Kovalak
Society—Marguerite Kovalak

READING (Pa.), TIMES (m); EAGLE (e) (S)
Food and/or Household Dept.: Food Thurs. (e)
Radio Station Affiliation: WEEU
Television Station Affiliation: WEEU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Kessler (m); Larry McDermott (e) (S)
Aviation—Charles Kessler (m); Nick Moser (e) (S)
Book—E. Martz Schoffstall (m); Larry McDermott (e) (S)
Business-Financial—Gordon Williams (m); W. S. Dillon (e); Kenneth R. Newbould (S)
Cartoonists—Kenneth Fisher (m); Roy Gensler (e) (S)
Church—William Schneider (m); Oan Hugh Thompson (e)
Columnists—Charles Kessler (m); E. Martz Schoffstall (m); Dr. Arthur Graeff (m); Richard Peters (m); Melvin Silva (m)
Larry McDermott (e); Lilly Marsh (e); Paul Lukas (e); Nick Moser (e)
Joe Much (S); Bill Reedy (e) (S); John F. Walsh (S); Leonard Harris (S)
Editorial Writers—E. Martz Schoffstall (m); Raymond S. Hofses (e) (S)
Education—E. Martz Schoffstall (m); John Walsh (e) (S)
Farm—William Schneider (m); S. Fred Miller (e) (S)
Fashion—Mrs. Wanda Bertolet (m); Miriam Gruber (e) (S)
Food—Miss Virginia Seems (m); Miriam Gruber (e) (S)
Garden—E. Martz Schoffstall (m); Larry McDermott (e) (S)
Librarian—J. J. Schanz (m); Nathaniel Gring (e) (S)
Motion Picture-Theatrical—E. Martz Schoffstall (m); Larry McDermott (e) (S)
Music—E. Martz Schoffstall (m); Leonard Harris (S); Kenneth R. Newbould (e) (S)
Photo. Dept. Mgr.—Clifford Yeich (m); Walter A. Romanski (e) (S)
Picture Editor—J. J. Schanz (m); Thomas N. Boland (e); Kenneth R. Newbould (S)
Radio-Television—Louis Schlosberg (m); Oan Hugh Thompson (e) (S)
Real Estate—William H. East (m); Kenneth R. Newbould (e) (S)
Travel—J. J. Schanz (m); Thomas N. Boland (e) (S)
Society—Mrs. Wanda Bertolet (m); Miriam Gruber (e); Matthew J. Romanski (S)

RENOVO (Pa.), RECORD (e ex. Sat)
Annual Special Editions: Christmas (Dec.); New Years (Dec.).
No Editions: Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to John J. Southard

ST. MARYS (Pa.), PRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—H. T. O'Brien
Editorial Writer—H. T. O'Brien
Picture Editor—H. T. O'Brien
Radio-Television—Myra Trgovac
Society—Myra Trgovac

SAYRE AND ATHENS (Pa.), WAVERLY (N. Y.), TIMES (e)
No Editions: Christmas; New Years; Labor Day; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John J. Beahan; Paul Seibel; Harold C. Yingling.
Editorial Writers—Harold C. Yingling; John J. Beahan
Fashion—Shirley Hunter
Food—Gertrude Tracy
Picture Editor—John J. Beahan
Society—Shirley Hunter

SCRANTON (Pa.) TIMES (e)
Advs. Not Accepted: Mail order. Out of town retail.
Special Editions: Women's and Men's Fashions (Mar.); Home Fashions (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food section Thursday.
Radio Station Affiliation: WQAN-AM & WEJL-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Ruddy
Aviation—George Walsh
Book—Thomas F. Murphy
Business-Financial—E. J. Gerrity
Cartoonist—James B. Walsh
Church—Joseph F. Gilroy
Columnist—E. J. Gerrity
Editorial Writers—Thomas F. Murphy; Thomas J. Brislin; Neil E. Whitney
Education—Martin J. Hayes
Farm—Ed. Rogers
Fashion—Ann Kearney
Food—Wm. Bassett
Garden—Harold Myers
Librarian—John Johnston
Motion Picture-Theatrical—E. J. Donohoe (city Ed.)
Music—Counad Evans
Photo. Dept. Mgr.—John Greskovic
Picture Editors—E. J. Gerrity; E. J. Donohoe
Radio-Television—Robert Davis; Charles Mackey
Real Estate—George Walsh
Travel—E. J. Donohoe
Society—Ann Kearney

SCRANTON (Pa.), TRIBUNE (m); SCRANTONIAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: (m) Every-other Paper.
Advs. Not Accepted: Retail mail order from out of town available in local stores.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Friday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth G. Rose
Church—Leonard Harris
Columnists—Robert J. Arthur; Chech Feldman; Robert Mang
Editorial Writers—Robert J. Arthur; Robert Mang; Walter Toolan
Food—Mrs. Gene Brislin
Photo. Dept. Mgr.—A. J. Sandone
Radio-Television—Patrick McGlynn
Society—Mrs. Gene Brislin

SHAMOKIN (Pa.), NEWS-DISPATCH (e)
Special Editions: Spring & Fall Fashions (Mar. & Sept.); Back To School (Aug.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert E. Malick
Editorial Writer—William Dyer

SHARON (Pa.), HERALD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Nov.); Farm & Garden (May); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Radio Station Affiliation: WPIC.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Thomas M. Gibbons
Church—Raymond H. Thoman
Editorial Writers—G. A. Harshman; Joseph D. Shatto
Education—Raymond H. Thoman
Farm—Theodore Richardson
Fashion—Marion M. Shatto
Food—Marion M. Shatto
Garden—Theodore Richardson
Librarian—Miss Leona Baran
Photo. Dept. Mgr.—Vincent Smith
Picture Editor—Joseph D. Shatto
Radio-Television—Miss Carol Sabo
Real Estate—Thomas M. Gibbons
Travel—Marion M. Shatto
Society—Marion M. Shatto

SHENANDOAH (Pa.), HERALD (e)
Special Editions: Financial (Jan.); Spring Opening (Mar.); Graduation (May); Fall Opening (Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column. Food feature pages. Mon. & Thurs. Household Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Haas
Aviation—Thomas F. Martin
Business-Financial—Thomas F. Martin
Columnists—Tom Barrett; Joe Dalton; Theresa Yodis; Kathryn Wiekrykas; Bill Witt
Editorial Writers—James F. Haas; Joe Dalton
Education—Joe Dalton
Fashion—Charmaine Hentz
Food—M. Anna Straughn
Librarian—Theresa Yodis
Motion Picture-Theatrical—Jim Haas
Music—M. Anna Straughn
Radio-Television—Fred Schuchart
Travel—John Dudish

SOMERSET (Pa.), AMERICAN (m)
Advs. Not Accepted: Liquor; Sunday controversial.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Jennie May
Columnist—Sara Roberta Gettey
Editorial Writer—Henry Baker Reiley
Music—Margaret L. Reiley
Photo. Dept. Mgr.—Mrs. Jennie May
Society—Mary Black

STATE COLLEGE-BELLEFONTE (Pa.), CENTRE TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Gift Guide (Dec.).
No Editions: Christmas; New Years; Labor Day; Decoration Day; Thanksgiving; July 4th.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wm. L. Werner
Church—Mary Rogers
Columnists—Ross Lehman; Paul Poorman; Dorothy Meyers
Editorial Writer—Jerome Weinstein
Photo. Dept. Mgr.—Paul Houck
Picture Editor—Paul Houck
Society—Mary Rogers

STROUDSBURG-E. STROUDSBURG (Pa.), RECORD (m)
Special Editions: Resort (May); Penna. Week (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WVPO.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Horace G. Heller
Columnists—Bobby Westbrook; James Riley
Editorial Writer—Horace G. Heller
Motion Picture-Theatrical—Leonard Randolph
Photo. Dept. Mgr.—Leslie B. Carlton
Society—Bobby Westbrook

SUNBURY (Pa.), ITEM (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKOK.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. L. Roberts
Church—D. C. Swank
Editorial Writer—H. H. Haddon
Farm—W. A. Toland
Librarian—Marjorie Spogen
Photo. Dept. Mgr.—Ralph Forster
Picture Editor—Cyril A. Kane
Society—Helen Furr

TAMAQUA (Pa.), COURIER (e)
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: Spring (Apr.); Fall (Sept.); Back to School (Aug.).
No Editions: New Years. July 4th; Christmas; Thanksgiving; Labor Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clarence Hiss
Aviation—Mary Lou Houser
Business-Financial—David L. Miller
Church—Gordon Pfiel
Columnist—Billy McHale
Editorial Writers—Gordon Pfiel; David L. Miller
Education—Gordon Pfiel
Farm—Robert Meredith
Fashion—Mary Lou Houser
Food—Marguerite Feathers
Garden—Mary Lou Houser
Librarian—Gordon Pfiel
Motion Picture-Theatrical—Mary Lou Houser
Music—Gordon Pfiel
Photo. Dept. Mgr.—Robert Meredith
Picture Editor—Robert Meredith
Radio-Television—Mary Lou Houser
Real Estate—Gordon Pfiel
Travel—Billy McHale
Society—Mary Lou Houser

TARENTUM (Pa.), VALLEY DAILY NEWS (e)
Advs. Not Accepted: Liquor; beer; wine; cigarette
Special Editions: Easter (Apr.); Thanksgiving (Nov.); New Years (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clemens Schwartz
Aviation—Gordon Guist
Book—Gerry Smith
Business-Financial—Robert Tench
Cartoonist—Rudy Tutka
Church—Frieda Rutkowski
Columnists—Walter Rutkowski; Frieda Rutkowski
Editorial Writers—George Stuart; Walter Rutkowski; Eugene Simon
Education—Robert Lobaugh
Farm—Eugene Simon
Fashion—Gerry Smith
Food—Gerry Smith
Garden—Edward Osheskie
Librarian—Dorothy Butler
Motion Picture-Theatrical—Ralph Valerio
Music—Gerry Smith
Photo. Dept. Mgr.—Clemens Schwartz
Picture Editor—Clemens Schwartz
Radio-Television—Gordon Guist
Real Estate—Robert Tench
Travel—Clemens Schwartz
Society—Gerry Smith

TITUSVILLE (Pa.), HERALD (m)
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: New Year's Ed. (Dec. 31).
No Editions: New Years; Decoration Day; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. T. Stevenson.

TOWANDA (Pa.), REVIEW (m)
Advs. Not Accepted: Liquor.
No Editions: New Years, Washington's Birthday; Memorial Day; July 4th. Labor Day, Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Staley N. Clarke; Ashton Merrill
Editorial Writers—David M. Turner, Staley N. Clarke

TYRONE (Pa.), HERALD (e)
Special Editions: Graduation (June); Back to School (Aug.); Football (Sept.); Christmas Opening (Dec.); First Baby and New Year (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITIONS and/or MANAGERS
Columnist—A. R. Flenner
Librarian—Mrs. Doris Robinson
Picture Editor—Herb Werner
Society—Mrs. Doris Robinson; Paul M. Goheen

UNIONTOWN (Pa.), HERALD (m); STANDARD (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: New Years; Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Clover Culver; R. David Kamensky; Douglas McIntire; Walter J. Storey, Jr.
Editorial Writers—Joe L. Dickson; Arnold Goldberg
Picture Editor—Phil E. Connelly, Jr

WARREN (Pa.), TIMES-MIRROR (e ex. Sat)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions. New Years; Memorial Day; July 4th. Labor Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward C. Lowrey
Book—Rell Hoskins
Church—Lila Schular
Editorial Writer—Edw. C. Lowrey
Education—Lila Schuler
Farm—Edw. C. Lowrey
Fashion—Lila Schuler

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WARREN (PA) TIMES-MIRROR—Cont'd

Food—Lila Schuler
Garden—Lyle Schuler
Librarian—Lila Schuler
Music—Lila Schuler
Picture Editor—Ardell Saylor
Society—Lila Schuler

WASHINGTON (Pa.), OBSERVER (m), REPORTER (e)
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Business & Industrial Review edition (Jan.); Financial Review Ed. (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to J. C. Day (m) or Guy R. Day (e).

WAYNESBORO (Pa.), RECORD-HERALD (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer.
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—E. V. Koterba
Editorial Writers—Floyd Chalfant; W. B. Curry
Photo. Dept. Mgr.—Robert McLaughlin
Picture Editor—W. J. Davis
Women's—Jeannette Reid

WAYNESBURG (Pa.), DEMOCRAT MESSENGER (m)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Floyd H. Miller
Picture Editor—Robert Fraser
Society—Dorothy Troutman

WILKES-BARRE (Pa.), INDEPENDENT (S)
Advs. Not Accepted: Out-of-town retail mail order firms.
Special Editions: Fashions (Mar. & Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas F. Heffernan
Aviation—Thomas Moran
Editorial Writer—Thomas E. Heffernan
Society—Libby Brennan

WILKES-BARRE (Pa.), RECORD (m); TIMES-LEADER-NEWS (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. A. Gavin (m)
Book—Robert W. Johnson (m); Joseph T. Murphy (e)
Business-Financial—T. A. Gavin (m) (e)
Church—M. M. Bartlebaugh (m); James A. Crawley (e)
Columnist—J. J. McSweeney (e)
Editorial Writers—Robert W. Johnson (m); John J. McSweeney (e)
Food—T. A. Gavin (m) (e)
Librarian—Edward Rogers (e); Gerald O'Brien (m)
Motion Picture-Theatrical—T. A. Gavin (m)
Music—Dorothy E. Eshleman (m); Mrs. Wesley Woodruff (e)
Picture Editor—T. A. Gavin (m) (e)
Radio-Television—M. M. Bartlebaugh (m) (e)
Real Estate—N. E. Nelson (m) (e)
Travel—T. A. Gavin (m) (e)
Society—Margaret Johnson Roche (m); Gertude C. McNelis (e)

WILLIAMSPORT (Pa.), GAZETTE & BULLETIN (m) (S)
Advs. Not Accepted: Alcoholic beverages; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Rita Armenis (m); Martha Shank, Co-Ed (e); Naomi Woolever, Co-Ed

WILLIAMSPORT (Pa.), GRIT (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor, beer.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Erma M. Winner

YORK (Pa.), DISPATCH (e)
No Editions: July 4th, Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Courtney Dunkel
Librarian—Alfred Neiman

YORK (Pa.), GAZETTE & DAILY (m)
Advs. Not Accepted: Liquor; patent medicines; clairvoyants; speculation
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Walt Partymiller
Columnist—Charles M. Gitt
Editorial Writer—James Higgins
Farm—John Fortney
Fashion—M. Caroline Gable
Librarian—Lloyd B. Harris
Radio-Television—Gloria Nerenberg

RHODE ISLAND

NEWPORT (R. I.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14); Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.

PAWTUCKET (R. I.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Sylvester Sprague.

PROVIDENCE (R. I.), JOURNAL (m) (S), BULLETIN (e)
Advs. Not Accepted: Liquor (S).
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Sunday Group.
Radio Station Affiliation: WEAN and WPJB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Maurice Dolbier (m) (e) (S)
Business-Financial—George H. Arris (m) (e) (S)
Cartoonists—Burges Green (m) (S); Paule Loring; Frank Lanning (e)
Church—Robert Whitaker (m) (e) (S)
Columnists—Earl Lofquist; Dr. Peter Pineo Chase; Deborah Walker; Mae Keighley (m); Sue Bailey Reid (m); Etta V. Leighton; Jerry Prior; Richard Reynolds; Deborah Walker; Kathleen Atkinson; Jerry Prior; Earl Lofquist; Lynne Lambrecht (S)
Editorial Writers—Barry Brown; George Potter; James Doyle; Fred Perry; Paul Moyer; John Hulteng (m) (e) (S)
Education—George F. Troy (e); James Sunshine (S)
Farm—Leonard O. Warner (m) (e) (S)
Fashion—Madeliene Corey (m) (e) (S)
Food—Mae Keighley (m); Dorothy Pratt (e); Violet Higbee (S)
Garden—John W. Hawkins (S)
Librarian—Elliott Andrews (m) (e) (S)
Motion Picture-Theatrical—Bradford F. Swan (m) (e) (S)
Music—George Y. Loveridge (m) (e) (S)
Photo. Dept. Mgr.—Clinton H. Cram (m) (e) (S)
Picture Editor—James McMullen (m) (S); William Reilly (e)
Radio-Television—William H. Keogh (m) (e) (S)
Real Estate—John W. Hawkins (S)
Society—Dorothy Dexheimer (m); Lucille Elfenbein (e)

WESTERLY (R. I.), SUN (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; Independence Day; V-J Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. Starr Barker
Editorial Writer—George B. Utter
Farm—Leo Dotolo
Garden—E. P. Christopher
Librarian—George H. Utter
Photo. Dept. Mgr.—George H. Utter
Travel—George H. Utter

WEST WARICK (R. I.), PAWTUXET VALLEY TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilton P. Hudson
Aviation—Wilton P. Hudson
Book—Wilton P. Hudson
Business-Financial—Daniel T. Burns
Cartoonist—Emile Trahan
Church—Wilton P. Hudson
Columnists—Richard H. Kirchmeyer; Wilton P. Hudson; Ambrose R. Smith
Editorial Writers—Daniel T. Burns; Wilton P. Hudson
Education—Wilton P. Hudson
Farm—Ronald L. A. Anderson
Fashion—Lillian Colvin
Food—Ronald L. A. Anderson
Garden—Ronald L. A. Anderson
Librarian—Lillian Colvin
Motion Picture-Theatrical—Wilton P. Hudson
Music—Wilton P. Hudson
Photo. Dept. Mgr.—Richard H. Kirchmeyer
Picture Editor—Richard H. Kirchmeyer
Radio-Television—Irving Havens
Real Estate—Daniel T. Burns
Travel—Wilton P. Hudson
Society—Lillian Colvin

WOONSOCKET (R. I.), CALL (e)
Split Run Advertising; Every-other Paper.
No Editions: New Years; Decoration Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WWON, WWON-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William A. Crouse
Aviation—Paul L. Smith
Book—Edgar J. Allaire
Business-Financial—Paul L. Smith
Church—Edgar J. Allaire
Columnist—Greg Greene (sports)
Editorial Writers—Paul L. Smith; William A. Crouse; Edward Berman
Education—George R. Farrar, Jr.
Farm—Harold T. Gilbert
Fashion—K. Eileen Doyle
Food—K. Eileen Doyle
Garden—Edward Berman
Librarian—Mabel E. Hunter
Motion Picture-Theatrical—Martin S. Bander
Music—Louise J. Lind
Photo. Dept. Mgr.—Francis A. Pelletier
Picture Editor—Andrew P. Palmer
Radio-Television—Martin S. Bander
Real Estate—Robert T. Gray
Travel—Buell W. Hudson
Society—K. Eileen Doyle

SOUTH CAROLINA

ANDERSON (S. C.), MAIL (e); INDEPENDENT (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Palmists.
Special Editions: New South (Jan.); Auto & Cooking School (Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WAIM & WCAC (FM)
Television Station Affiliation: WAIM-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert Hall (m) (S); Joe Pruitt (e)
Aviation—James Nash (m) (e) (S)
Book—Frank Dickson (m) (S)
Cartoonist—Lou Paige (m) (S)
Church—S. A. Hall (m) (S); Carey Hayes (e)
Columnists—T. F. Acker (m) (S); Charles Garrison (m) (S); Hue Phillips (m) (S); M. B. Camak (m) (S)
Editorial Writers—L. S. Hembree (m) (S); J. B. Hall (e); James R. Young (e)
Education—Miss Charlotte Neil (m) (S)
Farm—James Blessing (m) (S)
Fashion—Carolyn Hodges (m) (S); Mrs. Pansy Lane (e)
Food—Carolyn Hodges (m) (S)
Garden—Mrs. Marjorie Young (m) (S)
Librarian—Louise Powell (m) (e) (S)
Motion Picture-Theatrical—Kayle Turner (m) (e) (S)
Music—Martha Sheely (m) (S); Mrs. Emma Lee F. Holman (e)
Photo. Dept. Mgr.—James Nash (m) (S)
Picture Editor—T. F. Acker (m) (S)
Radio-Television—G. Paul Browne (m) (S)
Real Estate—Herbert Hall (m) (S)
Travel—Mrs. Marjorie Young (m) (S)
Society—Carolyn Hodges (m) (S); Pansy Lane (e)

CHARLESTON (S. C.), THE NEWS AND COURIER (m); POST (e); THE NEWS AND COURIER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily; 1 color Sunday.
Special Editions: Spring Fashions (Mar.); Your Home (Apr.); Back to School (Aug.); Home Fashion Time (Sept.); Christmas Shopping (Dec.); Tobacco Farmers' Supplement (July).
No Editions: Christmas (e); Dec. 26 (m).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Bryan W. Collier (m); Charlotte Walker (e)
Church—Mrs. Marjorie C. Campbell (m); Basil W. Hall (e)
Columnist—H. R. Sass (m)
Editorial Writers—T. R. Waring; F. B. Gilbreth (m); R. M. Hitt, Jr.; Manning J. Rubin (e)
Farm—John G. Leland (m); David McCarthy (e)
Fashion—Charlotte Walker (e)
Food—T. R. Waring (m); Doris Meadowcroft (e)
Librarian—H. E. Losse (m) (e)
Motion Picture-Theatrical—Tom K. Peck (m); Basil W. Hall (e)
Society—Mrs. Jean R. Bosworth (m); Mrs. Charlotte Walker (e)

FLORENCE (S. C.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Spring (Mar.); Fall (Sept.); Christmas (Dec. 25).
No Editions: Dec. 26.
Group Membership: Southeastern Color Comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. M. O'Dowd
Editorial Writers—John H. O'Dowd; Dan Cocking
Farm—Jimmie Howle
Photo. Dept. Mgr.—Arthur Beauchamp
Picture Editor—Arthur Beauchamp
Society—Frances Withington

GREENVILLE (S. C.), NEWS (m) (S); PIEDMONT (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Fri. & Sun. (m); Daily except Mon. & Thurs. (e).
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Rebuilt Appliances; Fortune Tellers.
Special Editions: Basketball Edition (Feb.); Home Appliances (Mar.); Baby Edition (Apr.); Graduation (May); Back-to-School Edition (Aug.); Textile Edition (every 2 yrs.); Home Fashion Time (Sept.); Football Edition (Sept.); Christmas Shopping (Nov.); Textile Workers' Days (Nov.); Christmas Greetings (Dec.); Textile Edition (every 2 years).
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WFBC AM & FM.
Television Station Affiliation: WFBC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dr. Nicholas P. Mitchell (m) (S); J. H. McKinney, Jr. (e)
Cartoonist—L. C. Shelton, Jr. (m) (S)
Church—Gil Rowland (m) (S); Deloris Robinson (e)
Columnists—L. N. Foy (m) (S); D. A. Tillinghast (e)
Editorial Writers—L. N. Foy; Dr. Nicholas P. Mitchell (m) (S); D. A. Tillinghast; Wayne Freeman (e)
Fashion—Dorothy Booraem (m) (S); Ansley Ketchin (e)
Food—Paul Barrett (e)
Garden—Mrs. Etca W. Peace (m) (S)
Librarian—Miss Marguerite Johnston
Motion Picture-Theatrical—Hurley Badders (m) (S)
Photo. Dept. Mgr.—Heyward Lupo (m) (e) (S)
Society—Mrs. Dorothy Booraem (m) (S); Ansley Ketchin (e)

GREENWOOD (S. C.), INDEX-JOURNAL (e)
Split Run Advertising: Every-other Paper Sat.
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. E. Chaffin
Church—Margaret Watson
Editorial Writer—H. L. Watson
Education—Margaret Watson
Farm—J. E. Chaffin
Fashion—Sara Catherine Wilkinson
Food—Sara Catherine Wilkinson
Music—Margaret Watson
Photo. Dept. Mgr.—Charles Haralson
Picture Editor—Charles Haralson
Radio-Television—J. E. Chaffin
Society—Sara Catherine Wilkinson

ORANGEBURG (S. C.), TIMES and DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Fishing (Apr.); Back to School (Sept.); County Fair (Oct.).
No Editions: Christmas.
Radio Station Affiliation: WTND & WORG-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—T. M. Rogers
Columnists—Ed Sims; Al Walburn
Editorial Writer—Ed Sims
Farm—John Whalen
Fashion—Dot Gregg
Food—Al Walburn
Motion Picture-Theatrical—Al Walburn
Photo. Dept. Mgr.—J. L. Sims
Picture Editor—Tom Inglis
Radio-Television—Tom Inglis
Society—Dot Gregg

ROCK HILL (S. C.), HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Annual Special Editions: Spring Fashions (Mar.); Dollar Days (Mar. & July); Baby Week (April); Home Furnishings (May); Graduation (May); Rock Hill Days (June); Brides (June); Back to School (Aug.); Fall Fashions (Sept.); Football (Sept.); Christmas opening (Nov.); Christmas Greeting (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Oliver Williams
Aviation—T. Patrick
Book—Talbot Patrick
Business-Financial—Talbot Patrick
Church—Jack Bloom
Columnist—A. Barber
Editorial Writer—John Dickson
Education—John Dickson
Farm—Dent. E. Green
Fashion—Elizabeth Reed
Food—Cleo Penland
Garden—Julia Lowry
Librarian—M. B. Smith
Music—Jack Bloom
Photo. Dept. Mgr.—Dean Crocker
Picture Editor—George McClelland
Travel—T. Patrick
Society—Elizabeth Reed

SPARTANBURG (S. C.), HERALD (m); JOURNAL (e); HERALD (S)
Advs. Not Accepted: Mail order.
Special Editions: Business and Review (Jan.) or (Feb.); Football (Sept.).
No Editions: Christmas on Combined papers-New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jim Morgan
Church—Dorothy Cline
Columnist—John Tinsley
Editorial Writers—T. A. Smith (e); C. O. Hearon (m) (S)
Farm—Glenn Naves
Fashion—Mrs. Dorothy Cline
Food—W. E. Seifert
Librarian—Mrs. T. S. Bradford
Photo. Dept. Mgr.—Randolph Bradford
Society—Mrs. Dorothy Cline

SUMTER (S. C.), ITEM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Guest
Aviation—Ray Guest
Book—John Mitchell
Business-Financial—J. E. McKnight
Church—F. Hildebrand
Editorial Writer—H. D. Osteen
Education—John Mitchell
Farm—John Mitchell
Fashion—Emily Fishburne
Food—Mrs. Tom Hicks
Garden—H. G. Osteen
Motion Picture-Theatrical—John Mitchell
Music—F. Hildebrand
Photo. Dept. Mgr.—H. M. Crowson
Picture Editor—F. Hildebrand
Radio-Television—John Mitchell
Real Estate—Tom Hicks
Society—Emily Fishburne

UNION (S. C.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving.

SOUTH DAKOTA

ABERDEEN (S. D.), AMERICAN-NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Mail order copy.
Special Editions: (e) Christmas Gift Catalog (Nov.); Back to School (Aug.); (S) Spring Farm Forum (Mar.); Spring Fashion Edition (Apr.); Fall Fashion Edition (Aug.); Fair Edition (Aug.) (S).
No Editions: July 4th; Labor Day; Christmas; New Years; Thanksgiving; Memorial Day.
Food and/or Household Dept.: Daily & Sun. food column.
Radio Station Affiliation: KSDN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. M. Smith
Book—Evelyn Van Wagner
Business-Financial—E. J. Karrigan
Church—E. J. Karrigan
Editorial Writers—Henry J. Schmitt; E. J. Karrigan
Farm—Robert Johnson
Fashion—Nancy Rozendal
Food—Nancy Rozendal
Garden—Robert Johnson
Motion Picture-Theatrical—Gordon Bjerke
Picture Editor—Ellsworth J. Karrigan
Society—Nancy Rozendal

HURON (S. D.), HURONITE & PLAINSMAN (e) (S)
Advs. Not Accepted: Mail order.
Special Editions: Rodeo Edition (July); State Fair Edition (Aug.); Fashion Editions (Apr. & Sept.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Labor Day.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jeanette Lusk
Columnists—Bruce Campbell; Robert D. Lusk
Editorial Writers—Robert D. Lusk; Bruce Campbell
Farm—A. Bruce Campbell
Fashion—Betty Van Buren
Food—Betty Van Buren
Motion Picture-Theatrical—Bill Plummer
Photo. Dept. Mgr.—George Adams
Society—Betty Van Buren

LEAD & DEADWOOD (S. D.), LEAD CALL (e ex. Sat) (S); DEADWOOD PIONEER-TIMES (e ex. Sat) (S)
Special Editions: Easter-Spring (Apr.); Days of '76 (July); Fall-Winter (Sept.); Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl Keith
Book—Carl Keith

(Continued on page 228)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

SOUTH DAKOTA—Cont'd

(Continued from page 227)

LEAD & DEADWOOD (SD) LEAD-CALL—Cont'd

Cartoonist—Joe Langston
Editorial Writer—Carl Keith
Society—Jean Sternhagen

MADISON (S. D.), LEADER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; Armistice Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Ruby Kuchein Becker

MITCHELL (S. D.), REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John Whalen; M. B. Ronald; E. M. Brady

PIERRE (S. D.), CAPITAL JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—R. B. Hipple

RAPID CITY (S. D.), JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Spring (Apr.); Fall (Sept.).
No Editions: New Years; July 4th; Labor Day; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Warren Morrell (e); Bob Lee (S)
Editorial Writers—-R. W. Hitchcock; Warren Morrell
Garden—Ruby Lee
Society—Dorothy Moreton

SIOUX FALLS (S. D.), ARGUS-LEADER (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: July 4th; Christmas.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Herb Bechtold; Craig Stoltz
Editorial Writer—Fred C. Christopherson
Society—Nettie Cordin

WATERTOWN (S. D.), PUBLIC OPINION (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Agricultural Ed. (Jan.); Back To School Ed. (Aug.); Fall Fashion Ed. (Sept.); Spring Fashion Ed. (Mar.); Building & Remodel Ed. (Feb).
No Editions: Christmas; New Years; Thanksgiving; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. Griffith
Aviation—Alex Johnson
Book—Alex Johnson
Business-Financial—P. J. Albrook
Church—P. J. Albrook
Columnist—Alex Johnson
Editorial Writer—P. J. Albrook
Education—P. J. Albrook
Farm—Chas. Griffith
Fashion—Josephine Elliott
Food—Wm. Chevalier
Garden—R. F. Hageman
Librarian—Shirley Hallawer
Motion Picture—Theatrical—Wm. Chevalier
Music—Marcia Arko
Photo. Dept. Mgr.—Shirley Hallawer
Picture Editor—Shirley Hallawer
Radio-Television—Alex Johnson
Real Estate—P. J. Albrook
Travel—Tom Marshall
Society—Josephine Elliott

YANKTON (S. D.), PRESS & DAKOTAN (e)
Special Editions: Spring Opening (Feb. & Mar.); Back to School (Aug.); Christmas Open. (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Byron G. Taft
Columnists—Byron G. Taft; Mrs. Dale Bruget
Editorial Writers—Fred H. Monfore; Byron G. Taft
Education—Mrs. Dale Bruget
Farm—Marvin J. Scott
Motion Picture-Theatrical—Byron G. Taft
Music—Mrs. Dale Bruget
Photo. Dept. Mgr.—Byron G. Taft
Picture Editor—Byron G. Taft
Radio-Television—Byron G. Taft
Society—Mrs. Dale Bruget

TENNESSEE

ATHENS (Tenn.), POST-ATHENIAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Athens Days (Jan. & July); Fair (Sept.); Shopper Guide (Dec.); Greetings (Dec.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Food column. Daily & Thurs.
Radio Station Affiliation: WLAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Neal Ensminger
Business-Financial—Lowell F. Arterburn
Church—J. Neal Ensminger
Columnists—Lowell F. Arterburn; J. Neal Ensminger; Elmer H. Sipe
Editorial Writers—Lowell F. Arterburn; J. Neal Ensminger
Education—J. Neal Ensminger
Farm—Claud Ensminger
Fashion—Mrs. Henry Boyd
Food—Charlene Toomey
Garden—Virginia Bryant
Motion Picture-Theatrical—Virginia Bryant
Music—Mrs. Henry Boyd
Photo. Dept. Mgr.—Elmer H. Sipe
Picture Editor—Elmer H. Sipe
Society—Charlene Toomey

CHATTANOOGA (Tenn.), NEWS FREE PRESS (e); TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Progress (Jan.); Farm (Mar.); Products & Services (July); Back To School (Aug.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gilbert Covan (m) (S); K. W. Exum (e)
Business-Financial—Fred Schneider (m) (S)
Cartoonist—Will King (m) (S)
Church—Zillah Hickox (m) (S); Hilda M. Spence (e)
Columnists—Alfred Mynders (m) (S); Hays Clark (e)
Editorial Writers—Alfred Mynders (m) (S); Norman Bradley (m) (S); Brainard Cooper (e); Lee S. Anderson (e)
Farm—Mouzon Peters (m) (S); John Pinckney (e)
Fashion—Isabelle Howe (m) (S)
Food—Isabelle Howe (m) (S)
Garden—George Hull (m) (S)
Librarian—Louise McCamy (m) (S); Kitty Kenyon (e)
Motion Picture-Theatrical—R. F. Siemanowski (m) (S)
Music—Ruth Golden (m) (S)
Photo. Dept. Mgr.—George Hull (m) (S);
Society—Isabelle Howe (m) (S); Garnette Rice (e)

CLARKSVILLE (Tenn.), LEAF-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Days available: Daily except Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Fort Campbell (Aug.); Buddy Edition (Dec.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Sykes
Book—Martha C. Charlet
Editorial Writer—Stanley Gower
Farm—Nile Peacher
Fashion—Mary McClendon
Food—Mary McClendon
Garden—Mary McClendon
Librarian—Mary McClendon
Society—Mary McClendon

CLEVELAND (Tenn.), BANNER
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Industrial (Sept.); FFA (Apr.).
No Editions: July 4; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pledger Wattenbarger
Book—R. H. Fackelman
Business-Financial—R. H. Fackelman
Church—Ed Goins
Columnists—Ed Goins: R. H. Fackelman
Editorial Writers—Ed Goins; R. H. Fackelman
Education—P. Hampton
Farm—Ed Goins
Fashion—Mrs. Lloyd Callaway
Food—Jim Young
Garden—Mrs. Lloyd Callaway
Librarian—Jean Haglet
Motion Picture-Theatrical—Pledger Wattenbarger
Music—Ruth George
Photo. Dept. Mgr.—Ed Goins
Picture Editor—Ed Goins
Radio-Television—Kenneth Tarpley
Real Estate—Ed Goins
Society—Mrs. Lloyd Callaway

COLUMBIA (Tenn.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Big Brothers (Dec.); Junior League (Apr.).
No Editions: Thanksgiving; July 4th; Christmas; New Years.
Food and/or Household Dept.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Finney
Aviation—Dick Hines
Book—Mrs. R. H. Hines
Business-Financial—John W. Finney
Church—Mrs. John W. Finney
Columnist—W. D. Hastings, Sr.
Editorial Writers—John W. Finney; Louis J. Finney; W. D. Hastings, Sr.
Education—Mrs. John W. Finney
Farm—Louis J. Finney
Fashion—Mrs. R. H. Hines
Food—Mrs. R. H. Hines
Garden—John W. Finney
Librarian—Mrs. R. H. Hines
Photo. Dept. Mgr.—Doug Underwood
Picture Editor—Doug Underwood
Real Estate—Mrs. John W. Finney
Travel—John W. Finney
Society—Mrs. R. H. Hines

DYERSBURG (Tenn.), STATE-GAZETTE (e)
No Editions: Christmas; July 4th; Thanksgiving.
Radio Station Affiliation: WDSG.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Russell M. D. Bruce.

ELIZABETHTON (Tenn.), STAR (e ex. Sat.) (S)
Back Page Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Spring Fashion (May); Garden & Home (June); Back-to-School (Aug.); Christmas (Nov.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Pippin
Aviation—Howard Zumbro
Book—Howard Zumbro
Business-Financial—Inez McAnally
Church—Ruby Ford
Columnist—Mack Morriss
Editorial Writer—Mack Morriss
Education—Mrs. Helen Morriss
Farm—Arthur Petrey
Fashion—Ruby Ford
Food—Mildred Lawson
Garden—Arthur Petrey
Librarian—Mildred Lawson
Motion Picture-Theatrical—Mildred Lawson
Photo. Dept. Mgr.—Gordon Ward
Picture Editor—Mack Morriss
Real Estate—Mildred Lawson
Society—Ruby Ford

GREENEVILLE (Tenn.), SUN (e)
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Nov.); Graduation (May); Bargain Days (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. O. Susong; Q. M. O'Keefe; J. M. Jones

JACKSON (Tenn.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Fashion (Mar. & Aug.); Back To School (Aug.); Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Wed. & Thurs. food section.
Radio Station Affiliation: WTJS - WTJS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emma Inman Williams (S)
Church—R. P. Mahon
Editorial Writer—Harris Brown (e) (S)
Photo. Dept. Mgr.—Albert A. Stone, Jr. (e) (S)
Picture Editor—James Elliott
Society—Mrs. Paul Meadows (e) (S)

JOHNSON CITY (Tenn.), PRESS-CHRONICLE (m) (e) (S)
Run-of-Paper Color Advs : Up to 3 colors. Daily & Sun.
Special Editions: Farmer's Institute (Feb.); Home-Garden (May); Furniture-Appliances (Sept); Picnic (July); City Wide Sales (Apr-Sept); Cooking Edition (Tab) (Oct);Burley Bowl (Nov); Baby Edition (Apr).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WETB
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George Kelly
Farm—Sue Thomas
Fashion—Zeph Bowman
Food—Dorothy Hamill
Garden—Dorothy Hamill
Librarian—Hazel Wiley
Photo. Dept Mgr.—Jimmy Ellis
Society—Zeph Bowman

KINGSPORT (Tenn.), NEWS (m); TIMES (e ex. Sat); TIMES-NEWS (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Home-Garden (Mar.); Home Furnishings (Sept.); Fashion (Spring, Fall).
No Editions] Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William Freehoff (m) (e) (S)
Church—Dorothy Brimer (m) (e) (S)
Columnists—W. J. McAuliffe; William Freehoff (S)
Editorial Writers—W. J. McAuliffe (m) (e); William Freehoff (m) (e)
Farm—William Barnett (m) (e)
Fashion—Dorothy Ring (m) (e)
Food—Dorothy Ring (m) (e)
Librarian—Dorothy Brimer (m) (e) (S)
Motion Picture-Theatrical—Dorothy Brimer (m)
Photo. Dept. Mgr.—Frank Creasy (S)
Real Estate—Neil Osteen (m) (S)
Travel—Virginia Davis (m) (e); Mary Kiss (S)

KNOXVILLE (Tenn.), JOURNAL (m) (S)
Run-of-Paper Color Advs : Up to 2 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions; Spring Fashions (Apr.); Vacation (Apr.); Back to School (Aug.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food pages Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James R. Golden
Aviation—Floyd W. Watson
Book—Georgia Higman
Business-Financial—Steve Humphrey,
Cartoonists—Clark Whaley; John Kilday
Church—Mrs. Pat Fields
Columnists—Vic Weals; Virginia Ragsdale; Tom Anderson; Ben Byrd; Ed Harris; Raymond Edmunds; Pat Fields; Tom Sweetem.
Editorial Writers—Guy L. Smith; Steve Humphrey
Education—Jim Skelton
Farm—Walter Amann
Fashion—Virginia Ragsdale
Food—Mary Shelton
Garden—Floyd Cover
Librarian—Margie Trent
Motion Picture-Theatrical—Georgia Higman
Music—Malcolm Miller
Photo. Dept. Mgr.—Tom Greene
Picture Editor—Georgia Higman
Radio-Television—Georgia Higman
Real Estate—Steve Humphrey
Travel—Richard Evans
Society—Virginia Ragsdale

KNOXVILLE (Tenn.), NEWS-SENTINEL (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Woods & Waters (May); Baby Section (Apr.); Recipe for Summer Living and June Dairy Month (May); Back to School (Aug); Christmas Gift Section (Nov.); Home Show (varying date).
Split Run Advertising: Every-other Paper.
Print Own Magazine: Yes.
Magazine Section Carried: Parade.
Group Membership: Jessie's Notebook; Outdoor Tips.
Food and/or Household Dept.: Food column & household hints on Thurs. & Sun.
Radio Station Affiliation: WNOX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Orcutt
Aviation—C. W. Orcutt
Book—Lucy Templeton
Business-Financial—C. W. Orcutt
Cartoonists—Bill Dyer; Paul Fogarty
Church—Margaret Ragsdale
Columnists—Bert Vincent; Hugh Allen; Bob Wilson; Tom Siler
Editorial Writer—Loye W. Miller
Education—Various
Farm—David D. Dickey
Fashion—Blanche Grace Davis
Food—Blanche Grace Davis
Garden—Hugh Allen
Librarian—Mrs. Shirley Carter
Motion Picture-Theatrical—Gunby Rule; Hugh Allen
Music—Gunby Rule
Picture Editor—C. W. Orcutt
Radio-Television—Hugh Allen
Real Estate—Hugh Allen
Travel—Hugh Allen
Society—Blanche Grace Davis

MARYVILLE-ALCOA (Tenn.), TIMES (e ex. Sat)
Advs. Not Accepted: Liquor; beer.
Special Editions: Spring and Fall Fashions (Apr. & Aug.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Clyde B. Emert; Ann B. Colbert
Music—Garnet Manges
Photo. Dept. Mgr.—Charles Parvin
Picture Editor—Charles Parvin

MEMPHIS (Tenn.), THE COMMERCIAL APPEAL (m); MEMPHIS PRESS-SCIMITAR (e); THE COMMERCIAL APPEAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Mon., Tues., Wed., Saturday (m); daily (e); special sections (S).
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted; no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Community Bargain Day (Feb. & Aug.); Mid-South Fair (Sept.); Memphis Home Show (April) (m). Community Bargain Day (Feb. & Aug.); Mid-South Fair (Sept.); Memphis Home Show (April) (e). Cotton Carnival (May) (S).
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Nancy Sasser
Food and/or Household Dept : Complete Food Section every Friday (m). Special food columns and adv. every Thurs. (e).
Radio Station Affiliation: WMC and WMCF.
Television Station Affiliation: WMCT-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. C. Bailey (m) (e) (S)
Aviation—Morris Baker (m) (S); Hilmon Pinegar (e)
Book—Paul Flowers (m) (S); Robert Richards (e)
Business-Financial—Gerald Dearing (m)
Cartoonist—Calvin Alley (m) (S); Harold M. Talburt (E)
Church—William Sorrels (m) (S); Thomas N. Pappas (e)
Columnists—Walter Stewart (m) (S); Gerald Dearing (m) (S); David Bloom (m) (S); Paul Flowers (m) (S); Lydel Sims (m) (S); Frank Vestal (m) (S); Penelope Pepys (m) (S); Penny Jr. (m) (S); Morris Baker (m) (S); Eldon Roark (e); George Bugbee (e); John Rogers (e)
Editorial Writers—Jack Carley (m) (S); W. C. Teague (m) (S); Paul Coppock (m) (S); Edw. J. Meeman (e); William Sorrels (e); J. Z. Howard
Education—John W. Spence (e)
Farm—Walter Durham (m) (S); T. M. Meanly (e)
Fashion—Ida Clemens (m) (S); Hugh Frank Smith (e)
Food—Sam Kahn (m) (S); Chas. A. Caldwell (e), Alice Pitts (e)
Garden—Henry Mitchell (m) (S); Mary S. Smith (e)
Librarian—Katie Sue Drew (m) (S); Catherine Cothran (e); Frank Watson (e)
Motion Picture-Theatrical—Ben S. Parker (m) (S); Edwin Howard (e)
Music—Ben S. Parker (m) (S); Louise Nolan Ahrens (e)
Photo. Dept. Mgr.—Rudolph Vetter (m) (S); Fred Payne (e)
Picture Editor—John Knott (m) (S)
Radio-Television—Paul Molloy (m) (S); Robert Johnson (e); Louise Nolan Ahrens (e)
Real Estate—Mike McGee (m) (S); Lois Ray Crowe (e)
Travel—Sam Kahn (m) (S); Mary Allie Taylor (e)
Society—Ida Clemens (m) (S); Hugh Frank Smith (e)

NASHVILLE (Tenn.), BANNER (e)
Run-of-Paper Color Advs.: Full color daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. Mary Stahlman Douglas
Business-Financial—Milton Randolph
Cartoonist—Jack Knox
Church—Bob Bell, Jr.
Columnists—Milton Randolph; Fred Russell; Dick Battle; Leslie T. Hart; Eddie Jones; Mrs. Louise LeQuire
Editorial Writer—A. C. Dunkleberger
Education—Mrs. A. B. Cooper
Farm—Jesse Safley
Fashion—Ruth Wood
Food—Ruth Wood
Garden—Lewis Short
Librarian—Mrs. Lee C. Jessup
Motion Picture-Theatrical—Milton Randolph
Music—Sydney Dalton
Photo. Dept. Mgr.—John Morgan
Radio-Television—Eddie Jones
Real Estate—Milton Randolph
Society—Ruth Wood

NASHVILLE (Tenn.), TENNESSEAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
Food and/or Household Dept.: Food daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ralph Morrissey
Business-Financial—Albert Cason
Cartoonists—Tom Little; Charles O. Bissell
Church—James W. Carty, Jr.
Columnists—Mrs. Ruth Campbell; Joe Hatcher
Editorial Writers—John H. Nye; Creed C. Black
Farm—Hal M. Herd
Food—Mrs. Nelle Dale Stewart
Librarian—Mary Reinke
Motion Picture-Theatrical—Joan Armour
Photo. Dept. Mgr.—Eldred Reaney
Radio-Television—Joan Armour
Real Estate—Albert Cason
Travel—Ralph Morrissey
Society—Mrs. Nelle Dale Stewart

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OAK RIDGE (Tenn.), OAK RIDGER (e ex. Sat)
Split Run Advertising: Every-other Paper.
Special Editions: Anniversary (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marge Hurst
Book—Don McKay
Business-Financial—Herb Stein
Cartoonist—Jim Smollen
Church—Sally Latham
Columnists—Herb Stein, Evan Means, Jim Ryan, Patsy Walsh
Editorial Writers—R. D. Smyser, Helen Knox, Herb Stein, Don McKay
Education—Reef Waldrop
Fashion—Sally Latham
Food—Sally Latham
Garden—Sally Latham
Librarian—Beth Christian
Motion Picture-Theatrical—Sally Latham
Music—Sally Latham
Photo. Dept. Mgr.—Helen Knox
Picture Editor—Helen Knox
Radio-Television—Herb Stein
Real Estate—Dick Smyser
Travel—Dick Smyser
Society—Sally Latham

PARIS (Tenn.) POST-INTELLIGENCER (e)
Advs. Not Accepted: Liquor.
Special Editions: Vacation (May).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—W. Bryant Williams
Editorial Writers—W. Percy Williams; W. Bryant Williams
Society—Corinne Diggs

SHELBYVILLE (Tenn.), TIMES-GAZETTE (e ex. Sat.)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas (Dec.); 3 Days (Mar. & Aug.)
No Editions: Christmas; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Martha Ann Wheatley
Editorial Writer—Franklin Yates
Photo. Dept. Mgr.—Franklin Yates
Picture Editor—Robert I. Hickerson

UNION CITY (Tenn.), MESSENGER (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); City-Wide retail merchant's Promotion (3 per yr.); Christmas.
No Editions: July 4th; Labor day; Thanksgiving; Christmas.

TEXAS

ABILENE (Tex.), REPORTER-NEWS (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Hereford Edition (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas; Thanksgiving; (e only).
Food and/or Household Dept.: Thurs. (e); Fri. (m)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clara Bethe Coats
Church—Dorothy Daugherty
Columnist—Bob Cooke (m) (S); Sherwyn McNair (m) (S); Jack Holden (m) (S); Hamilton Wright (m) (S) Don Oliver (e); Harless Wade (e); Earle Walker (S);
Editorial Writer—Frank Grimes
Farm—Bob Cooke
Fashion—Betty McDermett
Food—Clara Bethe Coats
Garden—Katharyn Duff
Librarian—Myrtle Fowler
Motion Picture-Theatrical—Phyllis Nibling
Music—Phyllis Nibling
Society—Katharyn Duff

ALICE (Tex.), ECHO (e ex. Sat.) (S)
Special Editions: Oil Progress (Oct.); Christmas Edition (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Mrs. Caro Brown
Editorial Writers—V. D. Ringwald; Tom Fite
Farm—Tom Fite
Fashion—Tom Fite
Food—Caro Brown
Garden—Caro Brown
Photo. Dept. Mgr.—Tom Fite
Picture Editor—Tom Fite
Radio-Television—Tom Fite
Real Estate—Tom Fite
Society—Edna Puterbaugh

AMARILLO (Texas), NEWS (m); GLOBE-TIMES (e); NEWS-GLOBE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun (except Sat (e) & Sun.
Special Editions: Tri-State Fair (Sept.); Fat Stock Show (Mar.)
Group Membership: Texas Sunday Comic Group.
Food and/or Household Dept.: Food column.
Radio Station Affiliation: K G N C
Television Station Affiliation: K G N C
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas H. Thompson (m) (e) (S)
Aviation—Delbert Eaves (m) (S)
Book—Fred Tripp (m) (S)
Business-Financial—Thomas H. Thompson (m) (e) (S)
Cartoonists—George Turner (m) (S); Gene Miller (m) (S)
Church—A. F. Kiersey (m)
Columnists—Wes Izzard (m); Lois Wimberly (m); Harry Gilstrap (m); A. F. Kiersey (m); D. E. Scott (m); Mary Louise Natho (m); Paul Timmons (S); Thomas H. Thompson (e); Patsy Dinan (e) (S); Felix Phillips (e); Bob Wear (S) Putt Powell (e)
Editorial Writers—Charles Crudgington (m) (e) (S); Louise Evans (m) (e); Fred Post (S)
Farm—Mary Kate Brotherton (m) (S)
Fashion—Frances Dolfin (e)
Food—Frances Dolfin (e) (S)
Garden—Alice Timmons (m)
Librarian—Fannie Mae Hodnik (m) (e) (S)
Motion Picture-Theatrical—Patsy Dinan (m) (e) (S)
Music—Patsy Dinan (e)
Photo. Dept. Mgr.—Woodfin Camp (m) (e) (S)
Picture Editor—Dick Kranz (m) (e); Fred Post (S)
Radio-Television—A. F. Kiersey (m); Patsy Dinan (e)
Real Estate—Thomas H. Thompson (m) (e) (S)
Travel—Paul Timmons (m)
Society—Frances Dolfin (m) (e) (S)

ATHENS (Tex.), REVIEW (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Spring; Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Year's.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. M. Kemp
Aviation—H. M. Kemp
Book—Laura Collins
Business-Financial—Richard E. Dwelle
Church—Laura Collins
Editorial Writers—R. E. Dwelle; H. M. Kemp
Education—H. M. Kemp
Fashion—Laura Collins
Food—Laura Collins
Garden—Laura Collins
Librarian—Mrs. C. M. Weekle
Motion Picture-Theatrical—Laura Collins
Music—Mrs. C. M. Weekle
Photo. Dept. Mgr.—R. E. Dwelle
Picture Editor—H. M. Kemp
Radio-Television—Bill Speake
Real Estate—Bob Perkins
Travel—Laura Collins
Society—Laura Collins

AUSTIN (Tex.), AMERICAN (m); STATESMAN (e); AMERICAN-STATESMAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. Fred Williams
Business-Financial—Charles Clark
Cartoonist—H. H. Hartley
Church—D. L. Prentice
Columnists—Raymond Brooks; R. O. Zollinger; Lorraine Barnes; John Bustin; Mark Batterson; Morris Williams; J. Frank Dobie; Bill Warren; Virginia Snow; Tex Mayhall
Editorial Writers—Raymond Brooks; R. O. Zollinger
Farm—Dave Shanks
Fashion—Nell Fenner
Food—Nell Fenner
Garden—Clare Ogden Davis
Librarian—Dolores Gonzales
Motion Picture-Theatrical—J. C. Bustin
Music—J. C. Bustin
Photo. Dept. Mgr.—Jack Klinge
Picture Editor—Robert Rogers
Radio-Television—J. C. Bustin
Real Estate—William J. Weeg
Society—Nell Fenner

BAYTOWN (Tex.), SUN (e)
Special Editions: City Anniversary (Jan.); Christmas (Dec.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Special page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wanda Orton
Church—Sue Jones
Columnist—Fred Hartman
Editorial Writer—Fred Hartman
Education—Johnella Boynton
Fashion—Johnella Boynton
Food—Johnella Boynton
Librarian—Sue Jones
Motion Picture-Theatrical—Wanda Orton
Picture-Editor—Warren Edwards
Real Estate—Clyde Murray
Society—Wanda Orton

BEAUMONT (Tex.), ENTERPRISE (m) (S); JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Food and/or Household Dept.: Daily & Sun. food column
Radio Station Affiliation: KRIC and KRIC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Packwood (m) (S); Ed Van Zandt (e)
Aviation—Bob Packwood (m) (S); Ed Van Zandt (e)
Book—Al Lester (m) (S); Edythe Capreol (e)
Business-Financial—Bob Packwood (m) (S); Ed Van Zandt (e)
Cartoonist—Milton Turner (m); Jack Shofner (e)
Church—Anna Lipscomb (m) (S); Gladys Barrileaux (e)
Columnists—R. W. Akers (m) (S); C. C. Aldridge (e)
Editorial Writers—Paul Cook (m) (S); Francis Shepherd (e)
Education—Dick Weber (m) (S); Ted Farnes (e)
Farm—M. K. Buchanan (m) (S); C. C. Aldridge (e)
Fashion—Dorothy Roberts (m) (S); Edythe Capreol (e)
Food—Betty Browne (m) (S); Martha Frasher (e)
Garden—Betty Browne (m) (S); Martha Frasher (e)
Motion Picture-Theatrical—Merita Mills (m) (S); Gladys Quilliam (e)
Music—Merita Mills (m) (S); Gladys Quilliam (e)
Photo. Dept. Mgr.—Elmer Trumble (m) (S); Tom Knapp (e)
Picture Editor—Donald Streater (m) (S); Ed Van Zandt (e)
Radio-Television—Merita Mills (m) (S); Gladys Quilliam (e)
Real Estate—Jim Maloney (m) (S); Floyd Murray (e)
Travel—Betty Browne (m) (S); Edythe Capreol (e)
Society—Dorothy Roberts (m) (S); Martha Frasher (e)

BIG SPRING (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Sat, & Sun.
Special Editions: Business Review (Jan.); Home Improvement (May); Rodeo (Aug.); Oil Progress (Oct.).
No Editions; Christmas.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayland Yates
Aviation—Wayland Yates
Book—Franklin Reynolds
Business-Financial—Joe Pickle
Church—Carol Mitchell
Editorial Writers—Joe Pickle; R. W. Whipkey
Education—Joe Pickle
Farm—Franklin Reynolds
Fashion—Ann LeFever
Food—Carol Mitchell
Garden—Ann LeFever
Librarian—Dorothy Redding
Motion Picture-Theatrical—Clifton Lawhorne
Music—Clifton Lawhorne
Photo. Dept. Mgr.—Keith McMillin
Picture Editor—Wayland Yates
Radio-Television—Dorothy Redding
Real Estate—Joe Pickle
Society—Ann Le Fever

BORGER (Tex.), NEWS-HERALD (e ex. Sat.) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Kinkead
Aviation—Bill Wilkerson
Book—Herb Kinkead
Business-Financial—Glynn Morris
Cartoonist—Bill Wilkerson
Church—Herb Kinkead
Editorial Writer—J. C. Phillips
Education—Herb Kinkead
Farm—Bill Wilkerson
Fashion—Natalie Cory
Food—Natalie Cory
Garden—Natalie Cory
Librarian—Phyllis Goodwin
Motion Picture-Theatrical—John Potisek
Music—Bill Wilkerson
Photo. Dept. Mgr.—Bill Wilkerson
Picture Editor—Herb Kinkead
Radio-Television—Bill Wilkerson
Real Estate—John Potisek
Travel—Herb Kinkead
Society—Natalie Ward Cory

BRECKENRIDGE (Tex.), AMERICAN (e) (S)
Special Editions: Bargain Day (Monthly); School (Aug.); Oil Progress (Oct.); Rodeo (June).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—C. M. Hall
Fashion—Ann Cowan
Food—Ann Cowan
Society—Ann Cowan

BRENHAM (Tex.), BANNER-PRESS (e. ex. Sat.)
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: KWHI.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Tom S. Whitehead

BROWNSVILLE (Tex.), HERALD (e ex. Sat) (S)
Run-of- Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.); Valley Progress (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—D. R. Segal
Church—Wm. Smith
Columnists—R. C. Holles; Judy; Don Pedro
Editorial Writer—D. R. Segal
Education—D. R. Segal
Farm—Wm. Smith
Fashion—Mary Forrester
Food—Mary Forrester
Photo. Dept. Mgr.—W. L. Smith
Society—Mary Forrester

BROWNWOOD (Tex.), BULLETIN (e) (S)
Special Editions: Trades Day; Easter (Mar.); Christmas (Dec.).
No Editions: Christmas.
Radio Station Affiliation: KBWD
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Margaret Coleman
Farm—B. J. Joyner, Jr.
Society—Margaret Coleman

BRYAN (Tex.), EAGLE (e ex. Sat.) (S)
Special Editions: Schools opening (Aug.); Christmas Spring Fashions (Apr.); County Fair (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Eleanor Burchard
Columnist—Mrs. Lee J. Rountree
Editorial Writer—Hugh Cunningham
Fashion—Mrs. Geo. R. Branch

CHILDRESS (Tex.), INDEX (e. ex. Sat.) (S)
Split Run Advertising: Geographically.
Special Editions: Back-to-School (Aug.); Graduation (May); Christmas (Dec.); Farm Machinery Revue (Jan.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Huddleston
Aviation—C. W. Lawrence
Book—Pauline Lanningham
Business-Financial—E. J. Huddleston
Cartoonist—Pauline Laningham
Church—Betty Crain
Columnists—Morris Higley; Carol V. Higley
Editorial Writers—C. W. Lawrence; Morris Higley
Education—C. W. Lawrence
Farm—C. W. Lawrence
Fashion—Carol V. Higley
Food—Bob Ray
Garden—Pauline Laningham
Librarian—Horace Henson
Motion-Picture-Theatrical—Carol Higley
Music—Pauline Laningham
Photo. Dept. Mgr.—C. W. Lawrence
Picture Editor—C. W. Lawrence
Real Estate—C. W. Lawrence
Travel—C. W. Lawrence
Society—Pauline Laningham

CORPUS CHRISTI (Tex.), CALLER (m); TIMES (e); CALLER-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 colors daily. 1 color Sunday.
Special Editions: Oil Progress Edition (Oct.)
Print Own Magazine: 4th Thurs. monthly.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household: Daily food column except Mon.; Food page Thurs.;
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert M. Jackson
Columnist—Bob McCracken
Editorial Writer—Robert M. Jackson
Farm—Grady Stiles
Photo. Dept. Mgr.—Carl Graf
Society—Maurine Eastus

CUERO (Tex.), RECORD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Mail order
Special Editions: 60th Anniversary (Nov.).
No Editions: Christmas; New Years; Thanksgiving; July 4th.
Food and/or Household Dept.: Food columns & news Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Polly Howerton; Harry Putman
Editorial Writer—Jack Howerton
Farm—Kenneth Towery
Food—Polly Howerton
Photo. Dept. Mgr.—Wayne Winters
Society—Nina Scarbrough

DALHART (Tex.), TEXAN (e)
Split Run Advertising: Every-other paper.
Special Editions: XIT Ranch Edition (Aug.), Christmas Shopping (Nov.); Christmas Greetings (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. Kenneth Hogue; Albert Law
Editorial Writers—J. Kenneth Hogue; Albert H. Law; Don Houk

DALLAS (Tex.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 3. Daily and Sunday on reservation.
Split Run Advertising: Every-other Paper.
Special Editions: Business Forecast and Preview (Jan.); Mid-Winter Travel Section (Jan.); Southwest Sports and Vacation Show Section (Apr.); Julie Benell's Collection of Recipes (Apr.); Summer Vacation Preview (May); Mid-Summer Vacation Feature (June); Education Section (June); National Home Week Section (Sept.); State Fair Edition (Oct.); Winter Vacation Preview (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan; Buy-Lines by Nancy Sasser;—"Housewife's Special."
Food and/or Household Dept.: Daily Food column & household pages Sunday; spotted features daily. Jane Davis Kitchen, Fri.
Radio Station Affiliation: WFAA
Television Station Affiliation: WFAA-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sam F. Holmes, Jr.
Book—Lon Tinkle
Business-Financial—Sam F. Holmes, Jr.
Cartoonists—John Knott; Herc Ficklen; Jack Patton; Ned Riddle; Bill McClanahan
Church—Stewart Doss
Columnists—Paul Crume; Lorrie Brooks; Lynn Landrum; Bill Rives; Charles Burton; Kenneth Foree; Dr. George Lawson; Beverly Brandow; Julie Benell; Ruby Clayton McKee; Jay Hall; Anthony G. Zopp!; Sam F. Holmes Jr.; Fred Pass; John Rosenfield; Fairfax Nisbet; Rual Askew; Frank Gagnard; Lon Tinkle; Jean Simmons
Editorial Writers—William Ruggles; Stuart McGregor; Richard West; Sam Acheson; Wayne Gard; Lynn Landrum
Farm—Fred Pass
Fashion—Ruth Holman
Food—Julie Benell
Garden—Nancy Richey Ranson
Librarian—Marie Petersen
Motion Picture-Theatrical—John Rosenfield
Music—John Rosenfield
Photo. Dept. Mgr.—Tom Dillard
Radio-Television—Fairfax Nisbet
Real Estate—James A. Cockrell
Travel—Jean Simmons
Society—Katherine Dillard

DALLAS (Tex.), TIMES-HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper Sat. and Sunday Society.
Advs. Not Accepted: liquor on comic pages
Special Editions: Annual Business and Industrial Review (Jan.); Engineers Week (Feb.); Spring Garden Section (Feb.); Spring Shoes (Mar.); Annual Insurance Section (Mar.); Men's Spring Fashions (Mar.); Home Building Section (Mar.); Home Furnishing Section (Mar.); Dallas County Medical Society Section (Apr.); Home Show Section (May); Annual Travel Section (May); Air Conditioning Section (May); Graduation Jewelry Section (May); Father's Day Section (June); Mid-Summer Travel Section (July); Annual Education Section (Aug.); Home Freezer and Frozen Foods Section (Aug.); Back-to-School Section (Aug.); Fall Shoe Section (Aug.); National Home Week Section (Sept.); Public School Section (Sept.); Fall Home Fashions Section (Sept.); Fall Home Fashions Section (Sept.); Texas State Fair Edition (Oct.); Oil Progress Week Section (Oct.); Jewelry Section (Nov.); Cook Book (Nov.); Christmas Gift (Nov.); Toy Section & Men's Apparel Section (Dec.).
Syndicated Magazine Section Carried: American Weekly
Group Membership: American Weekly; Puck-The Comic Weekly
Food and/or Household Dept.: Food Thurs. & Mon.; Homemaking Sun. & Mon.
Radio Station Affiliation: KRLD-AM & FM
Television Station Affiliation: KRLD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Cates
Aviation—Joe Mehan
Business-Financial—Frank Langston
Church—Jim Ewell
Columnist—Dennis Hoover

(Continued on page 230)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

(Continued from page 229)

DALLAS (TEX) TIMES-HERALD—Cont'd
Editorial Writers—B. C. Jefferson; Alex Acheson; Dennis Hoover
Education—Miss Frankie Waits
Farm—A. B. Jolley
Fashion—Miss Graydon Heartsill
Food—Miss Dorothy Sinz
Garden—Miss Peggy Wheatley
Librarian—Miss Terry Hodges
Motion Picture-Theatrical—Virgil Miers
Music—Jack Frederick Kilpatrick
Photo. Dept. Mgr.—Charles McCarty
Picture Editor—Tom LePere
Radio-Television—Walter Kempley
Real Estate—Jim Key
Society—Miss Gail Pitts

DALLAS (Tex.), THE WALL STREET JOURNAL (Southwest Edition) (m)
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Financial News Editor—George Shea
Columnists—Oliver Gingold; J. Howard Rutledge; Lindley H. Clark; George Shea
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner

DEL RIO (Tex.), NEWS-HERALD (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ima Jo Fleetwood.

DENISON (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Lake Texoma (S) (1st May); Cook Book (S) (Oct.); Labor Day (S) (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Crawford
Book—Claud Easterly
Church—Nell Williams
Editorial Writer—Claud Easterly
Education—John Crawford
Farm—John Clift
Fashion—Margie Thomason
Food—Margie Thomason
Garden—Nell Williams
Librarian—Nell Williams
Motion Picture-Theatrical—Wilburn Grisham
Music—Margie Thomason
Photo. Dept. Mgr.—John Crawford
Picture Editor—Claud Easterly
Real Estate—Claud Easterly
Travel—Margie Thomason
Society—Margie Thomason

DENTON (Tex.), RECORD-CHRONICLE (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-College (Aug.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Thurs.

EDINBURG (Tex.), REVIEW (m ex Mon) (S)
Advs. Not Accepted: Coin Machine Routes.
Special Editions; Christmas (Dec.).
No Editions: Christmas; July 4.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Georgia Vandever
Business-Financial—Georgia Vandever
Church—Jane Turner
Columnist—Allan Engleman
Editorial Writers—Allan Engleman; Harry Quin
Farm—Harry Quin
Fashion—Jane Turner
Food—Jane Turner
Motion Picture-Theatrical—Mike Engleman
Photo. Dept. Mgr.—Luis Garcia
Real Estate—Ellie Higgins
Society—Jane Turner

EL PASO (Tex.), HERALD-POST (e); TIMES (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily up to 40 pages.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KROD.
Television Station Affiliation: KROD-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Hall (m) (S); Marshall Hail
Aviation—H. A. Michael (e)
Book—Laura Scott Meyers (e); Marian Howe Broaddus (S)
Business-Financial—Bill Latham (m); Chester Chope (e)
Church—Ed Engledow (m); James T. Longino (e); Sim Meyers (S)
Columnists—W. J. Hooten (m) (S); Nat Campbell (m) (S); Ruby Burns; Sim Meyers
Editorial Writers—W. J. Hooten (m) (S); Ed Pooley (e)
Education—Virginia S. Turner (e)
Farm—H. A. Michael (e); Jim Glasscock (S)
Fashion—Mrs. Ruby Burns (m) (S); Henrietta Lowe Terrazas (e)
Food—Henrietta Lowe Terrazas (S)
Garden—Jim Glasscock (m) (S); H. A. Michael (e)
Librarian—Baltazar Alvarez (m) (S); Trini Acosta (e)
Motion Picture-Theatrical—Sim Meyers (m) (S); H. A. Michael (e)
Music—Sim Meyers (m) (S); Kaye Maxwell (e)
Photo. Dept. Mgr.—Jorge Bate (m) (S); Charles F. Teed (e)
Picture Editor—Bill Latham (m) (S)
Radio-Television—James Glasscock (m) (S); H. A. Michael (e)
Real Estate—Ed Engledow (m) (S); Cliff Sherrill (e)
Society—Mrs. Ruby Burns (m) (S); Henrietta Lowe Terrazas (e)

FORT WORTH (Tex.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Clairvoyant; matrimonial.
Special Editions: Baby Section (Aug. & Feb.); Food Festival (Oct. & Feb.) Christmas Shopping (Nov.); Travel & Resort (May).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dave Hall
Aviation—John Ohendalski
Book—C. L. Douglas
Business-Financial—Bill Aguren
Church—Louise Hooper
Columnists—Walter R. Humphrey; Jack Gordon; Blackie Sherrod
Editorial Writers—Walter R. Humphrey; C. L. Douglas
Education—Caroline Hamilton
Farm—Tarleton Jenkins
Fashion—Latryl Layton
Food—Emma Lee Rose
Librarian—Jack Shannon
Motion Picture-Theatrical—Jack Gordon
Music—Marianne Morris
Photo. Dept. Mgr.—Gene Gordon
Picture Editor—Dave Hall
Radio-Television—Jack Gordon
Real Estate—Bill Aguren
Travel—Dave Hall
Society—Latryl Layton

FORT WORTH (Tex.), STAR-TELEGRAM (m) (e) (S)
Print Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted; Objectionable medical.
Special Editions: Fat Stock Show (Jan.); Home Show (Apr.).
No Editions: Christmas (e only).
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WBAP.
Television Station Affiliation: WBAP-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Pierson
Aviation—Ira Cain
Book—Ethel Benson
Busines-Financial—Harold Monroe (m) (S); Upshur Vincent (e)
Cartoonists—Harold Maples (m) (S); Hal Coffman (e)
Church—Frances Edwards
Editorial Writers—W. L. Redus; N. A. Stedman; John Parker; H. P. McClendon
Farm—Bill Durham
Fashion—Eugenia Luker
Food—Travis Foster
Garden—Mary Daggett Lake
Librarian—Betty Kibbee
Motion Picture-Theatrical—Dorothy Adler (m) (S); Eleanor Wilson (e)
Music—E. Clyde Whitlock
Photo. Dept. Mgr.—Dub McPhail
Picture Editor—Bill Smith (m) (S); Cal Sutton (e)
Radio-Television—Bill Hitch
Real Estate—E. D. Alexander
Travel—Ida Belle Hicks
Society—Mary Sears (m) (S); Loyd Stewart (e)

FREEPORT (Tex.), FACTS-REVIEW (e ex. Sat)
Split Run Advertising: Geographically.
Special Editions: Industrial (Jan.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Martin
Aviation—Ed Martin
Book—J. F. Donahue
Business-Financial—Craig Cullinan, Jr.
Church—Rita Covington
Editorial Writers—Aubrey Banks; Craig Cullinan, Jr.
Education—Rita Covington
Farm—Jim Cummings
Fashion—Rita Covington
Food—Rita Covington
Garden—Rita Covington
Librarian—Rita Covington
Motion Picture-Theatrical—Ed Martin
Music—Rita Covington
Photo. Dept. Mgr.—Jim Cummings
Picture Editor—Jim Cummings
Radio-Television—Ed Martin
Real Estate—Aubrey Banks
Travel—Rita Covington
Society—Rita Covington

GAINESVILLE (Tex.), REGISTER (e)
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas Ed. (Dec.).
No Editions: Labor Day; July 4th; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elizabeth Graham
Church—Eula West
Columnist—A. Morton Smith
Editorial Writer—A. Morton Smith
Education—A. Morton Smith
Farm—Jack Joyce
Fashion—Eula West
Food—Bob Hughes
Motion Picture-Theatrical—A. Morton Smith
Picture Editor—A. Morton Smith
Travel—C. H. Leonard
Society—Eula West

GALVESTON (Tex.), NEWS (m) (S); TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Mon.; 2 colors Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Stanley Babb
Church—Francis Dybowski
Editorial Writer—C. E. McClelland
Fashion—Terry McLeod
Photo. Dept. Mgr.—Bill Johnson
Society—Estelle Hamilton

GARLAND (Tex.), NEWS (e ex. Mon. & Sat) (S)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back-to-School (Aug.); Oil Progress (Oct.); Home Builders (May).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household page(s) Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Scott Dorsey
Business-Financial—Fred Vice
Columnist—Sue Stinson
Editorial Writer—W. H. Bradfield, Jr.
Education—Cathy Purcell
Fashion—Joanne Moran
Food—Clare Bradfield
Real Estate—Jerry Wilson
Society—Lillialma Bradfield

GLADEWATER (Tex.), DAILY MIRROR (e) (S)
Special Editions: June Rodeo (June); Back-to-School (Aug.); Oil Progress (Oct.); Christmas-New Year (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KSLJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Eula Burns
Aviation—Mrs. Eula Burns
Book—Mrs. Vivian Dillard
Business-Financial—Eula L. Coleman
Education—Mrs. Vivian Dillard
Farm—Eula L. Coleman
Fashion—Mrs. Vivian Dillard
Food—Mrs. Vivian Dillard
Garden—Mrs. Vivian Dillard
Librarian—Mrs. Vivian Dillard
Motion Picture-Theatrical—Eula L. Coleman
Music—Mrs. Vivian Dillard
Photo. Dept. Mgr.—Eula L. Coleman
Picture Editor—Eula L. Coleman
Radio-Television—Jeanne Belk
Real Estate—Eula L. Coleman
Travel—Vivian Dillard
Society—Vivian Dillard

GREENVILLE (Tex.), BANNER (e) (S)
Print Run-of-Paper Color Advs.: Up to 2 Colors. Daily.
Special Editions: Back to School (Aug.); Christmas (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Max S. Lale
Business-Financial—Max S. Lale
Church—Miss Ollie Coon
Columnist—Herman Scott
Editorial Writers—Herman Scott; Max S. Lale
Farm—Herman Scott
Fashion—Miss Ollie Coon
Food—Miss Ollie Coon
Picture Editor—Herman Scott
Society—Miss Ollie Coon

GREENVILLE (Tex.), HERALD (m ex. Mon) (S)
Advs. Not Accepted: Liquor.
Special Editions: School (Aug.); Fall and Spring (Sept.); Fashion (Mar.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—W. C. Poole, Jr.
Editorial Writer—T. R. Poole, Jr.
Fashion—Mary Lynn Walden
Photo. Dept. Mgr.—T. R. Poole, Jr.
Society—Gladys Poole

HARLINGEN (Tex.), VALLEY MORNING STAR (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.)
Food and/or Household Dept.: Food pages Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—F. G. Ragsdale
Church—Wm. Mayes
Columnists—R. C. Hoiles; Val E. Star; E. C. Osborn
Editorial Writer—F. G. Ragsdale
Farm—Wm. Mayes
Fashion—Pat Withers
Food—Pat Withers
Society—Pat Withers

HILLSBORO (Tex.), MIRROR (e. ex. Sat.) (S)
Advs Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jana Crocker
Editorial Writers—Don Brown; Sam Paris; Jim Carmichall.

HOUSTON (Tex.), CHRONICLE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically on Wed. only.
Special Editions: Progress (Jan.).
Print Own Magazine; Yes.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan Roto; Locally Edited Roto.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTRH.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Louis Alexander
Book—Tom Mulvany
Business-Financial—Tom Lester
Cartoonist—Ferman Martin
Church—Lila Gordon
Columnists—Morris Frank; Charles Evans
Editorial Writers—Harold Pyle; Nolan Sanford; Everett Collier; Tom Mulvany
Education—Dick Martinson
Farm—Elmer Summers
Fashion—Rosemary Sullivan
Food—Betty Rose Cravens
Librarian—H. M. Shepherd
Motion Picture-Theatrical—Mildred Stockard
Music—Ann Holmes
Photo. Dept. Mgr.—Jess Gibson
Radio-Television—Ann Hodges
Real Estate—R. E. Connor
Travel—Martin Dreyer
Society—Marge Paxson

HOUSTON (Tex.), POST (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (S).
Special Editions: Fat Stock Show (Feb.); Home Show (Apr.); Do-It-Yourself (Mar.); School (Aug.); Air Conditioning (May); Oil (Oct.); Christmas (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Puck, The Comic Weekly.
Radio Station Affiliation: KPRC
Television Station Affiliation: KPRC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mel Martin
Aviation—Steve Richard
Book—Margaret Young
Business-Financial—Sam Weiner
Church—Jack Harwell
Columnists—George Fuermann; Marguerite Johnston; Henry Tanner; David Westheimer; John Moore
Editorial Writers—Ed Kilman; Robert V. Johnson
Education—Ellen Middlebrook
Farm—Doyle Gougler
Fashion—Virginia Drane McCallon
Food—Jane Christopher
Garden—May Del Flagg
Librarian—M. P. McDonough
Motion Picture-Theatrical—Hubert Roussel
Music—Hubert Roussel
Photo. Dept. Mgr.—Oren Johnson
Picture Editor—Campbell Geeslin
Radio-Television—David Westheimer
Real Estate—Bill Bruce
Travel—Bill Bedell
Society—Bobbe Lentz

HOUSTON (Texas), PRESS (e)
Run-of Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper. Geographically.
Special Editons: Oil Progress (Oct.); Annual Edition (Jan.); Fat Stock Show (Feb.); Cooking School (Apr.).
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mark Hanna
Aviation—Jack Donahue
Book—Carl V. Little
Business-Financial—Vance Trimble
Cartoonist—Sidney Van Ulm
Church—James Wagner
Columnists—Bill Roberts; Carl V. Little; Andy Anderson.
Editorial Writers—George Carmack; Vance Trimble
Education—Jack Donahue
Farm—Vance Trimble
Fashion—Mary Mabry
Food—Ann Valentine
Garden—Mrs. Marguerite Palmer
Librarian—Irene Wilson
Motion Picture-Theatrical—Paul Hochuli
Music—Paul Hochuli
Photo Dept. Mgr.—Tony Triolo
Picture Editor—James Wagner
Radio-Television—Thomas Mahr
Real Estate—George Bugbee
Travel—Vance Trimble

JACKSONVILLE (Tex.), PROGRESS (e ex. Sat.) (S)
Advs Not Accepted: Liquor.
Special Editions: (S) Industrial (Mar.)
No Editions: July 4th; Thanksgiving; Christmas; Labor Day
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Louise Broiles
Editorial Writer—B. H. Broiles
Librarian—Mrs. Helen Ward
Picture Editor—Joe Calvit
Society—Mrs. Louise Broiles

KERRVILLE (Tex.), TIMES (e ex Sat & Mon) (S)
Special Editions: Rodeo (July); Livestock Show (Jan)
No Editions: Christmas; July 4; Thanksgiving; New Years
Food and/or Household Dept.: Wed & Thurs.
Radio Station Affiliation: KERV
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Sam Braswell, Jr.
Society—Mrs. G. Rankin Starkey

KILGORE (Tex.), NEWS HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily
Special Editions: College (Oct.); Oil Edition (Aug.); Home Builders (Feb.); Automobile (Spring).
No Editions: July 4th; Labor Day; Christmas.
Magazine Section Carried: "Family Weekly."
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom W. Graham

KILLEEN (Tex.), HERALD (e)
Advs. Not Accepted: Beer, liquor.
Special Editions: Christmas (Dec.); Thanksgiving (Nov.).
No Editions: Jan. 1; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Frances Lipscomb
Editorial Writer—J. Chambliss Gresham
Photo. Dept. Mgr.—J. Chambliss Gresham
Picture Editor—Tommie P. Gresham
Society—Mrs. Frances Lipscomb

LAMESA (Tex.), REPORTER (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Recipe (Feb.); Back-to-School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—James J. O'Brien
Fashion—Mrs. Eleanor Barbee
Food—Mrs. Eleanor Barbee
Society—Mrs. Eleanor Barbee

LAREDO (Tex.), TIMES (e ex Sat) (S)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Special Editions: Washington's Birthday (Feb.)
Print Own Magazine: Yes
Food and/or Household Dept.: Daily Food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allen K. Tish
Book—Allen K. Tish
Church—Mabel C. Wall
Columnist—Virginia Snow
Editorial Writer—Wm. Prescott Allen
Fashion—Mabel C. Wall
Food—Mabel C. Wall
Photo. Dept. Mgr.—Star Castillo
Picture Editor—Allen K. Tish
Real Estate—Hugh Robinson
Society—Mrs. Mabel C. Wall

LONGVIEW (Tex.), JOURNAL (m); DAILY NEWS (e); NEWS-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. except Sat (e) Mon. (m).
Special Editions: New Year's (Jan.); Oil Progress (Oct.).

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LONGVIEW (TEX) JOURNAL—Cont'd

No Editions: Christmas; Thanksgiving; Labor Day;
Print Own Magazine: Yes.
Food and/or Household Dept.: Food section, Thurs. (e) Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—S. A. Parker
Business-Financial—Ellie Hopkins
Church—Julia S. Acker
Columnists—Ed Leach; Buster Hale
Editorial Writers—Carl Estes; Ellie Hopkins; Ed Leach
Education—Neal Estes
Farm—Jimmie Layton
Fashion—Julia Acker
Food—Eugenia Lassiter
Garden—Julia Acker
Motion Picture-Theatrical—Leo Hart
Music—Julia Acker
Photo. Dept. Mgr.—Foster Fort
Picture Editor—Ellie Hopkins
Real Estate—Ed Leach
Society—Julia Acker

LUBBOCK (Tex.), AVALANCHE (m); JOURNAL (e ex Sat); AVALANCHE-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; vending machine; blind link
Special Editions: Christmas Greetings (Dec.)
No Editions: Christmas (e only)
Group Membership: Texas Sunday Comics
Radio Station Affiliation: KFYO
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Ratliff
Aviation—George Prigmore
Book—Thelmadeane Hutchins
Business-Financial—C. W. Ratliff
Church—Opal Dixon
Columnists—Chas. A. Guy; Margaret Turner; Joe Kelley; Art Gatts
Editorial Writers—Chas. A. Guy; John Cavanaugh.
Education—Mary Lou Fairbairn
Farm—Jim Compton
Fashion—Margaret Turner
Food—Margaret Turner
Librarian—Etta Ramsey
Motion Picture-Theatrical—Chas. C. Watson
Music—Thelmadeane Hutchins
Photo. Dept. Mgr.—Bill Hams
Radio-Television—Naomi Caddel
Real Estate—Jim Compton
Society—Margaret Turner

LUFKIN (Tex.), News (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Church—James Hale
Columnist—W. R. Beaumier
Editorial Writer—W. R. Beaumier
Fashion—Wanda Lovett
Food—Wanda Lovett
Motion Picture-Theatrical—Wanda Lovett
Picture Editor—James Hale
Society—Wanda Lovett

McALLEN (Tex.), VALLEY EVENING MONITOR (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.); El Turista (Nov.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—T. N. Gaines
Church—Harvey Jewett
Columnists—R. C. Hoiles; T. N. Gaines; Don Swanson
Editorial Writers—T. N. Gaines; D. R. Segal
Education—T. N. Gaines
Farm—Harvey Jewett
Fashion—Helen Taylor
Food—Helen Taylor
Photo. Dept. Mgr.—Luis Garcia, Jr.
Society—Helen Taylor.

MARLIN (Tex.), DEMOCRAT (e) (S)
No Editions: New Years; July 4; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Geo. S. Buchanan
Aviation—Geo. S. Buchanan
Book—Henry R. Church
Church—Henry R. Church
Editorial Writers—Geo. S. Buchanan; Henry R. Church
Education—Geo. S. Buchanan
Farm—Henry R. Church
Fashion—Miss Reva Briggs
Food—Geo. S. Buchanan
Garden—Mrs. Geo. S. Buchanan
Photo. Dept. Mgr.—Geo. S. Buchanan
Picture Editor—Geo. S. Buchanan
Radio-Television—Geo. S. Buchanan
Real Estate—Geo. S. Buchanan
Travel—Geo. S. Buchanan
Society—Mrs. Geo. S. Buchanan

MARSHALL (Tex.), NEWS MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor; spiritualists.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Southwest Color Group.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sam Stringfellow
Book—Millard Cope
Business-Financial—Millard Cope
Church—Rebecca Cameron
Columnist—Leonard Dumas
Editorial Writers—Millard Cope; Sam Stringfellow
Education—Rebecca Cameron
Farm—Sam Stringfellow
Fashion—Betty Chamberlain
Food—Mellezena Jones
Garden—Betty Chamberlain
Librarian—Spencer Jones
Motion Picture-Theatrical—Sam Stringfellow
Music—Sam Stringfellow
Photo. Dept. Mgr.—Robert Burns
Picture Editor—Robert Burns
Radio-Television—Sam Stringfellow
Real Estate—Robert Burns
Society—Betty Chamberlain

MART (Tex.), HERALD (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: Labor Day; Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. R. Yancey
Book—Chas. R. Yancey
Editorial Writers—Chas. R. Yancey; Louis Hartley

MIDLAND (Tex.), REPORTER-TELEGRAM (e ex. Sat) (S)
Run-of-Paper Colors Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor; wine.
Special Editions: Progress (Mar.); Rodeo (June); Oil Progress Week (Oct.); Christmas Shopping (Nov.).
No Editions: Christmas
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James L. Lindsey
Aviation—Cope Routh
Book—Harold Whittington
Business-Financial—W. H. Collyns
Church—Franchelle Moore
Columnists—James C. Watson; Ted Battles
Editorial Writers—James N. Allison; W. H. Collyns
Education—James L. Lindsey
Farm—Bill Collyns
Fashion—Tessica Martin Cappell
Food—Tessica Martin Cappell
Garden—J. M. Ratcliff
Librarian—Franchelle Moore
Motion Picture-Theatrical—Fred Vogel
Music—Tessica Martin Cappell
Picture Editor—James L. Lindsey
Radio-Television—Jim Bob Gallaway
Real Estate—Cope Routh
Travel—Ann England
Society—Tessica Martin Cappell

NACOGDOCHES (Tex.), SENTINEL (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Christmas (Dec.); Progress (Apr.); Back to School (Aug.).
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Woodrow B. Baker
Aviation—Woodrow B. Baker
Book—Lucille Fain
Church—Minerva Spalding
Columnist—Victor B. Fain
Editorial Writer—Victor B. Fain
Education—Polly Ritterskamp
Farm—Howard Page
Fashion—Minerva Spalding
Food—Minvera Spalding
Garden—Minerva Spalding
Librarian—Minerva Spalding
Motion Picture-Theatrical—Minerva Spalding
Music—Minerva Spalding
Photo. Dept. Mgr.—Woodrow B. Baker
Picture Editor—Woodrow B. Baker
Radio-Television—Woodrow B. Baker
Real Estate—Woodrow B. Baker
Travel—Lucille Fain
Society—Minerva Spalding

ODESSA (Tex.), AMERICAN (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. J. Dubose
Aviation—H. J. Dubose
Book—James H. Scott
Business-Financial—James H. Scott
Church—Rita Weaver Darden
Editorial Writer—James H. Scott
Education—V. L. DeBolt
Fashion—Rita Weaver Darden
Food—Rita Weaver Darden
Garden—Rita Weaver Darden
Librarian—Holmes B. Carlisle
Music—Rita Weaver Darden
Photo. Dept. Mgr.—Richard T. Venator
Picture Editor—James H. Scott
Real Estate—Paul B. Dobbs
Travel—Tracy Byers
Society—Rita Weaver Darden

PALESTINE (Tex.), HERALD-PRESS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor; beer.
Special Editions: Christmas;(Dec.); Back-to-School (Aug.); Spring Fashion (Mar.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Lester Hamilton
Farm—Ernest Jones
Fashion—Mary Sloan
Photo. Dept. Mgr.—James Fuller
Real Estate—Mary Calloway
Society—Mary Sloan

PAMPA (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Rodeo (Aug.); Cooking School (Mar
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. Roy Smith
Business-Financial—E. Roy Smith
Church—Jane Kadingo
Editorial Writer—Jim Dean
Fashion—Jane Kadingo
Food—Jane Kadingo
Photo. Dept. Mgr.—Tommie Ellis
Picture-Editor—Tommie Ellis
Society—Jane Kadingo

PAMPA (Tex.), SPOKESMAN (m)
Special Editions: Texas Industry (Mar.); Rodeo (Aug.); Oil Progress (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Food Column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mary Clark Rixmann
Cartoonist—Garvis Frazier
Columnists—Frank M. Carter; Lewis Nordyke; J. N. McKean; R. L. Getty
Editorial Writers—R. L. Getty; Sam J. Gerald; J. N. McKean
Fashion—Mary Clark Rixmann
Food—Mary Clark Rixmann
Garden—Mary Clark Rixmann
Photo. Dept. Mgr.—Don Peoples
Picture Editor—R. L. Getty
Real Estate—Maxine Stalcup
Society—Mary Clark Rixmann

PARIS (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor; beer.
Special Editions: Christmas (Dec.); Year End (Jan.); Back to School (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—Frances Toal
Farm—Tony Price
Fashion—Frances Toal
Food—Frances Toal
Garden—Frances Toal
Librarian—Frances Toal
Motion Picture-Theatrical—Nancy Poteet
Music—Frances Toal
Photo. Dept. Mgr.—Tony Price
Picture-Editor—Tony Price
Society—Frances Toal

PLAINVIEW (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. B. Oswald
Editorial Writer—H. S. Hilburn
Education—L. D. Brown
Farm—L. D. Brown; H. S. Hilburn
Fashion—Mrs. Dot Barr
Food—Mrs. Dot Barr
Motion Picture-Theatrical—E. B. Miller
Photo Dept. Mgr.—Walter Frye
Picture Editor—H. S. Hilburn
Society—Mrs. Dot Barr

PORT ARTHUR (Tex.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Wed; Thur; Fri; Sun.
Split Run Advertising: Change plate at half-way mark.
Special Editions: CavOILcade Edition (Oct.); Christmas Shopping (Nov.)
No Editions: Christmas.
Group Membership: W. Austin-Waco-Port Arthur Comic Section Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wendell Ward
Columnists—Dick Oliver; N. E. McDonald; L. J. Landry; Gene Smiley.
Editorial Writer—John F. Ayres
Fashion—Grace Foote
Food—Grace Foote
Motion Picture-Theatrical—Nell Gillman
Radio-Television—Grace Foote
Society—Grace Foote

SAN ANGELO (Tex.), STANDARD-TIMES (m) (S); EVENING STANDARD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Any day.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Magazine Section Carried: Family Weekly (S)
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jack Allard (S)
Cartoonist—Don Johnson
Columnists—Bob Milburn (m) (S); Blondy Cross (m) (S); Bill Hart (e); Speedy Nieman (e)
Farm—Elmer Kelton (m) (S)
Food—Millie Budd
Librarian—Opal Anderson
Motion Picture-Theatrical—Jack Allard
Music—Jack Allard
Radio-Television—Jack Allard
Society—Millie Budd

SAN ANTONIO (Tex.). EXPRESS (m); NEWS (e); EXPRESS-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. 2 colors any day; 4 colors by arrangement.
Split Run Advertising: Every-other Paper.
Special Editions: Financial Review (m) (Jan.); Stock Show (S) (Feb.).
Magazine Section Carried: This Week (S).
Group Membership: Metropolitan.
Radio Station Affiliation: KENS.
Television Station Affiliation: KENS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gerald Ashford (m) (S); Bill Reddell (e)
Business-Financial—Bert Wise (m); Charles Kikpatrick (e); Ross Strader (S)
Cartoonist—Bob Dale (m) (S)
Columnists—Bill Reddell (m) (S); Jon Ford (m) (S); Paul Thompson (e) (S); John Scott (e); Tomme Call (S)
Editorial Writers—M. M. Harris (m) (S); Tomme Call (e)
Education—Myrtle Oefinger
Farm—R. G. Jordan (m) (S)
Fashion—Mildred Whiteaker (e) (S)
Food—Susan Hart (m); Hattie Lewellyn (e) (S)
Garden—Jeanne Barnes
Librarian—Leona Pappas
Motion Picture-Theatrical—Gerald Ashford (m) (S)
Music—Gerald Ashford (m) (S); Bill Wagner (e)
Photo. Dept. Mgr.—Millie Smith (m) (S)
Radio-Television—Leona Pappas (m) (S)
Real Estate—Arthur L. Coleman (m) (S)
Travel—Tom McGowan (m) (S)
Society—Jeanne Barnes

SAN ANTONIO (Tex.), LIGHT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Sat.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S)
Special Editions: Livestock (Feb.); School (Aug.); Travel & Vacation (S) (May); Fall Shoes (S) (Aug.).
Syndicated Magazine Section Carried: The American Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. L. Keathley, Jr.
Aviation—H. L. Keathley, Jr.
Business-Financial—J. S. McNeel, Jr.
Cartoonist—Fred Prado
Columnists—Renwicke Cary; Ed Castillo
Editorial Writer—Paul Trench
Farm—J. H. McLean
Fashion—Joyce Worth
Food—Mildred Kitchen
Garden—Paul Renton
Librarian—Mrs. Mary Koening
Motion Picture-Theatrical—Lewis Fay; Renwicke Cary
Picture Editor—George Bartholemew
Radio-Television—Paul Trench
Real Estate—J. S. McNeel, Jr.
Travel—Lewis Fay
Church—Lewis Fay
Photo—George Bartholemew
Society—Lewis Fay

SHERMAN (Tex.), DEMOCRAT (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily; two day leeway needed.
Advs. Not Accepted: Beer; liquor; display classified help wanted from out of town.
Special Editions: Chamber Commerce Report (Mar.); Back to School (S) Aug.; Home Fashion (S) Sept.
No Editions: Christmas
Group Membership: Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Food pages and recipe columns Thurs.

SNYDER (Tex.), NEWS (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Auto Show (Nov.); Christmas (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Watson
Business-Financial—Wacil McNair
Church—Aline Parks
Columnists—Wacil McNair; Dale Walton
Editorial Writer—Wacil McNair
Education—La Wayne Hulse
Farm—Dale Walton
Food—Aline Parks
Photo Dept. Mgr.—Lee Watson
Picture Editor—Aline Parks
Society—Anita Hall.

SULPHUR SPRINGS (Tex.), NEWS-TELEGRAM (e) (S);
Advs. Not Accepted: Liquor, Beer.
Special Editions: Livestock Show (Mar.); Dairy Show (May); Christmas (Dec.).
No Editions: New Year's; July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—K. H. Kraft
Church—Joe Woosley
Columnists—K. H. Kraft; Joe Woosley
Editorial Writer—F. W. Frailey
Farm—Joe Woosley
Photo. Dept. Mgr.—T. A. Wright
Picture Editor—F. W. Frailey
Society—Mrs. Fred Moelk

SWEETWATER (Tex.), REPORTER (e ex. Sat.) (S)
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Oil Edition (Sept.); Christmas Edition (Dec.).
No Editions: New Year; July 4th; Memorial Day; Thanksgiving.
Radio Station Affiliation: KXOX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Scudday
Church—Roy Scudday
Society—Jewel Marsh

TAYLOR (Tex.), PRESS (e ex Sat) (S)
Split Run Advertising: Yes.
Special Editions: Oil Progress: Modern Home & Farm (Oct.); Rodeo & Livestock (Sept.).
No Editions: Christmas; New Year; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Harkins
Aviation—Hal Harkins
Business-Financial—E. S. Peeler
Church—F. Hannan
Columnist—Lin Mills
Editorial Writers—Mrs. Geo. B. Peeler; Lin Mills
Farm—Bill Kennedy
Fashion—E. S. Peeler
Food—E. S. Peeler
Garden—E. S. Peeler
Librarian—E. S. Peeler
Motion Picture-Theatrical—Bernice Martinka
Photo. Dept. Mgr.—Lin Mills
Travel—E. S. Peeler
Society—E. S. Peeler

TEMPLE (Tex.), TELEGRAM (m) (S)
Run-of-Paper Color Advs: 3 colors. Daily.
Advs. Not Accepted: Liquor (beer is accepted).
Special Editions: City Wide White Elephant Sale (Jan.); Talking House, Spring Fashions (Mar.); Home and Garden (Apr.); Kitchen Karnival (May); Vacation in Central Texas (June); Pioneers Day and Sante Fe Appreciation Day (July); Back to School (Aug.); Cen-tex Fair Section, Fall Fashions (Sept.); Home Furnishings (Oct.); Christmas Opening (Dec.).
No Editions: Labor Day; Christmas.
Food and/or Household Dept: Food, Thurs.
Radio Station Affiliation: KTEM.
Television Station Affiliation: KCEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Neil Maxwell
Editorial Writers—Harry O. Blanding Jr.; Larry Ingram

TERRELL (Tex.), TRIBUNE (e)
Split Run Advertising: Geographically.

(Continued on page 232)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

(Continued from page 231)

TEXARKANA (Ark.-Tex.), GAZETTE (m) (S); DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun
Special Editions: Progress (Aug.); Farm (Mar.); Home (Apr.).
Radio Station Affiliation: KCMC
Television Station Affiliation: KCMC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Biship
Aviation—Max Biship
Book—Sally Reese
Business-Financial—Paul Lawry
Cartoonist—Marshall Jackson
Church—Paul Lowry
Columnist—Bob Mundella; Jane Ann Dugan
Editorial Writers—J. O. Mahaffey
Education—Paul Lowry
Farm—Lucille Holland
Fashion—Jane Ann Dugan
Food—Jane Ann Dugan
Garden—Jane Ann Dugan
Motion Picture-Theatrical—Paul Lowry
Music—Lucille Holland
Photo. Dept. Mgr.—Lucille Holland
Picture Editor—Lucille Holland
Radio-Television—Bob Mundella
Real Estate—Sally Reese
Travel—Lucille Holland
Society—Jane Ann Dugan

TYLER (Tex.), TELEGRAPH (m); COURIER-TIMES (e); COURIER-TIMES-TELEGRAPH (S)
Run-of-Paper Color Advs. 3 colors on reservation.
Advs. Not Accepted: Liquor.
Special Editions: Baby (May); Graduation (May); Back To School (Aug.); East Texas Fair (Sept.); Vacation (May); Rose Festival (Oct.); Oil Progress (Oct.); Christmas Gift Guide (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving
Magazine Section Carried: Family Weekly.
Group Membership: Southern Funnypapers Inc.
Food and/or Household Dept: Food Friday a.m; Thurs. p.m.; Home Builders Page (S).
Radio Station Affiliation: KTBB
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gordon Riley (m); Carl Wallace (e)
Cartoonist—Sam Nash Jr.
Church—Mrs. Avis Walker
Columnists—Phil Dibert (m); Dalmon McNair (m); Wm. E. Dozier (e); Bill Bogart (e); Calvin Clyde Jr. (S); Hunter Schmidt (S)
Editorial Writer—Wm. E. Dozier Jr.
Farm—Bob Murdoch
Fashion—Mrs. M. Hercules
Food—George Conner
Librarian—Mrs. Avis Walker
Society—Mrs. M. Hercules

VERNON (Tex.), RECORD (e ex. Sat.)(S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages
Special Editions: Rodeo (Apr.); Fall opening (Sept.); Christmas (Dec.)
No Editions: Christmas
Food and/or Household Dept.: Thurs.

VICTORIA (Tex.), ADVOCATE (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—E. I. Stahala
Columnist—Morris Roberts
Editorial Writers—Wm. E. McIntosh; Morris Roberts; Carl Hooper
Farm—Bill McIntosh
Fashion—Marilyn Waida
Society—Marylin Waida

WACO (Tex.), NEWS-TRIBUNE (m); TIMES-HERALD (e); TRIBUNE-HERALD (S)
Run-of-Paper Color Advs: 3 colors Any day.
Advs. Not Accepted: Alcoholic beverages.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F P Whitcraft III
Aviation—Murray Neal
Book—Harry Provence
Business-Financial—F P Whitcraft III
Cartoonists—Gerald Sneed (m); Bill Caldwell (e)
Church—G. C. Quill
Editorial Writer—Harry Provence
Education—Mrs. Reba Campbell
Farm—Tom Harper (m); Clark Bolt (e)
Fashion—Mrs. Helen Baldwin
Food—Gerald Frazier
Garden—Mrs. Helen Baldwin
Motion Picture-Theatrical—G. C. Quill
Music—G. C. Quill
Photo. Dept. Mgr.—Murray Neal
Picture Editor—Gerald Frazier
Radio-Television—Lee Lyons
Real Estate—F. P. Whitcraft III
Travel—Mrs. Sarah Jenkins
Society—Mrs. Helen Baldwin

WICHITA FALLS (Tex.), RECORD NEWS (m); TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages
Radio Station Affiliation: KTRN
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marshal Moore
Book—W. L. Underwood (m); Mrs. Margaret Wallraven Reid (S)
Business-Financial—L. T. Hamlett (e) (S); Cliff Clines (m)
Cartoonist—Glenn Shelton
Church—W. L. Underwood
Columnist—Curtis Cook
Editorial Writers—Wm. Donnell (e) (S); Curtis Cook (m)
Education—Laura Doing
Farm—Glenn Shelton
Fashion—Bonnie Baxter
Garden—Glenn Shelton
Librarian—Mrs. W. T. Masters
Motion Picture-Theatrical—W. L. Underwood
Music—W. L. Underwood
Photo. Dept. Mgr.—Geo. Smiley
Picture Editor—Cliff Clines (m); L. T. Hamlett (e) (s)
Travel—Lucy Chambers

UTAH

LOGAN (Utah), HERALD-JOURNAL (e) (S)
Special Editions: Dairy Week (June); Christmas.
No Editions: New Years; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Roy Nelsen
Society—Edith Morgan

OGDEN (Utah), STANDARD-EXAMINER (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun ex Sat.
Split Run Advertising: Every-other Paper.
Special Editions: (S) "Ogden Progress" Ed. (Feb); "Home Improvement" (May); "Better Home Expositions" (Sept); School Editions (Aug.)
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLO
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Dorothy Pope
Editorial Writer—Darrell J. Greenwell
Education—Ensign Ritchie
Farm—Ensign Ritchie
Fashion—Mrs. Martha Wright
Food—Mrs. Martha Wright
Librarian—Mrs. Donna Bingham
Motion Picture-Theatrical—Mrs. Alice West
Music—Darrell J. Greenwell
Photo. Dept. Mgr.—Ted Collins
Society—Mrs. Alice West

PROVO (Utah), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor (S).
Special Editions: Utah County Edition (Mar.);
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. L. Christensen
Aviation—Joan Geyer
Book—E. R. Rasmuson
Business-Financial—N. L. Christensen
Church—Marva Jean Kimball
Columnists—Frank C. Robertson; Ruth L. Partridge
Editorial Writers—N. L. Christensen; E. R. Rasmuson
Education—Marva Jean Kimball
Farm—Jack Kelley
Fashion—Mildred B. Hall
Food—Mildred B. Hall
Garden—Theron H. Luke
Librarian—Marva J. Kimball
Motion Picture-Theatrical—Marva Jean Kimball
Music—Howie Luke
Photo. Dept. Mgr.—Aksel Nohr
Picture Editor—N. L. Christensen
Radio-Television—E. R. Rasmuson
Real Estate—N. L. Christensen
Travel—N. L. Christensen
Women's—Mildred B. Hall

SALT LAKE CITY (Utah), TRIBUNE (m) (S); DESERET NEWS - TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (m) (S); beer; tobacco, coffee and tea (e).
Special Editions: Christmas News (Dec.); Empire Edition (Jan.); Scenic Edition (May).
Magazine Section Carried: This Week (S).
Group Membership: Metropolitan.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Bernick (m) (S); Jack Jarrard (e)
Book—Roy Hudson (m) (S); Howard Pearson (e)
Business-Financial—Robt. Bernick (m) (S); Jack Jarrard (e)
Cartoonists—Christian Jensen (m) (S); Charles Nickerson (e)
Church—Jack Reed (m) (S); Henry Smith (e)
Columnists—Dan Valentine (m) (S); Hamilton Park (m) (S); Vivian Meik (e); Ted Cannon (e); Leo Coates (e)
Editorial Writers—Ernest Linford (m) (S); T. W. Long (m) (S); Herbert Kretchman (m) (S); Wm. B. Smart (e); Howard Lundstrom (e); John Talmage (e)
Farm—Robert Halliday (m) (S); Ed Haroldsen (e)
Fashion—Grace Grether (m) (S); Mrs. Evelyn Sims Mazuran (e)
Food—Bonnie Lake (m) (S); Winifred Jardine (e)
Garden—Roy Hudson (m) (S); Dorothea Newbold (e,
Librarian—Leah Beckstead (m) (S); Connie Christiansen (e)
Motion Picture-Theatrical—Roy Hudson (m) (S) Howard Pearson (e)
Music—Mary Pappasideris (m) (S); Conrad B. Harrison (e)
Photo. Dept. Mgr.—Brandt Gray (m) (S); J. M. Heslop (e)
Radio-Television—Howard Pearson (e)
Real Estate—Robt. Bernick (m) (S); Jack Jarrard (e)
Travel—Don Howard (m) (S)
Society—Grace Grether (m) (S); Evelyn Sims Mazuran (e)

VERMONT

BARRE (Vt.), TIMES (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Memorial Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wed.
DEPARTMENTAL EDITORS adn/or MANAGERS
Auto—P. G. Angwin
Book—S. E. Billings
Columnist—Gail H. Helmer
Editorial Writers—D. H. Perry; S. E. Billings
Farm—W. R. Pillsbury
Photo Dept. Mgr.—George Grimard
Picture Editor—P. G. Angwin

BENNINGTON (Vt.), BANNER (e)
Special Editions: Easter Fashion; Bargain Days (Aug.); Christmas Cards (Dec.).
No Editions: Washington's Birthday; Aug. 16; July 4th; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Hadwen
Book—Agnes Rockwood
Business-Financial—Frank E. Howe II
Cartoonist—Burton Turner
Church—Laurence Barker
Columnists—Agnes Rockwood; Laurence Barker; George Hadwen; Frank E. Howe II
Editorial Writers—Frank E. Howe II; Arthur Grant
Farm—Laurence Barker
Fashion—Agnes Rockwood
Motion Picture-Theatrical—Agnes Rockwood
Photo. Dept. Mgr.—Arthur Grant
Picture Editor—Frank E. Howe II
Radio-Television—Laurence Barker
Society—Agnes Rockwood

BRATTLEBORO (Vt.), REFORMER (e)
Special Editions: Automotive (Apr.); Spring Opening (Apr.); Fall Opening (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Hard Bonner
Cartoonist—Al Merrel
Church—Julia Park
Columnists—Harrison Brown; Evelyn Coleman; Edith Wiley
Editorial Writer—John S. Hooper
Education—Victor Harrison
Food—Mrs. C. S. Leach
Motion Picture-Theatrical—Julia Park
Photo. Dept. Mgr.—Harry Asbury, Jr.
Picture Editor—John S. Hooper

BURLINGTON (Vt.), FREE PRESS (m)
Run-of-Paper Color Advs.: 1 color. Mon. Tues.; Wed.; & Sat.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Don O'Brien; Walt Hickey
Editorial Writer—Edward F. Crane
Farm—William Dame

BURLINGTON (Vt.), NEWS (e) (S)
Special Editions: Golden Gloves (Jan.); Dollar Days (Aug.); Spring Fashion (Mar.); Clean-up Fix-up (Apr.); Miss Vermont Pageant (May); Bridal Edition (Jun.); Soap Box Derby (July); Fall Fashion Show (Sept.); House & Garden (Sept.); Cooking School (Oct.); Christmas Tabloid (Nov.); Football Contest (Oct.); Christmas Gift Page (Nov.-Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food. Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Gypson
Book—Leslie Barry
Business-Financial—Loraine Spaulding
Columnist—Les Barry
Church—Loraine Spaulding
Editorial Writers—William Loeb; J. C. Donahue, Jr.; Robert E. Cronin
Education—Loraine Spaulding
Farm—Irene Allen
Fashion—Lillian Widden
Food—Lillian Widden
Librarian—Ada Coventry
Garden—Loraine Spaulding
Motion Picture-Theatrical—Jay Clarke
Music—Jay Clarke
Photo. Dept. Mgr.—John Cunavelis
Picture Editor—John Cunavelis
Radio-Television—Robert E. Cronin
Real Estate—Loraine Spaulding
Society—Lillian Widden

MONTPELIER (Vt.), ARGUS (e)
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Dollar Days (July)
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Elaine Atkins; Stanley MacPherson

NEWPORT (Vt.), EXPRESS (e)
No Editions: New Years; May 30; July 4; Labor Day; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wallace H. Gilpin
Photo. Dept. Mgr.—R. C. Hunt
Picture Editor—R. C. Hunt

ST. ALBANS (Vt.), MESSENGER (e)
Advs. Not Accepted: Liquor
Special Editions: Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Walter Murtagh

ST. JOHNSBURY (Vt.), CALEDONIAN-RECORD (e)
Special Editions: Cooking School (Mar.); Christmas (Dec.).
No Editions: New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Lowell Smith
Food—Barbara Smith
Photo. Dept. Mgr.—Ernest Evans
Society—Barbara Smith

VIRGINIA

BRISTOL (Va.), BRISTOL HERALD COURIER (m); VIRGINIA-TENNESSEAN (e); HERALD COURIER (S)
Group Membership: General Newspapers Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Reva Gilmer
Editorial Writers—James Baxley (m); Eugene Worell (e)
Farm—Robert Loving
Librarian—Reva Gilmer
Photo. Dept. Mgr.—Harrison Hall
Real Estate—Roy Elkins
Society—Lilian Childress (m) (S); Francis Baker (e)

CHARLOTTESVILLE (Va.), PROGRESS (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E. Lindsay
Church—Alan Bruns
Editorial Writer—C. R. Babcock
Farm—Boyce Loving
Fashions—Anita Black
Music—Anita Black
Photo. Dept. Mgr.—Robert E. Tenney
Picture Editor—Lindsay Mount
Society—Anita Black

CLIFTON FORGE (Va.), REVIEW (e)
Special Editions: Pre-Christmas (Nov.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. H. R. Topping
Editorial Writers—Jack B. Thompson; Lois T. Thompson
Society—Mrs. H. R. Topping.

COVINGTON (Va.), VIRGINIAN (e)
Run-of-Paper Color Advs : 1 color. Daily ex. Thurs & Fri.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—R. F. Beirne

DANVILLE (Va.), REGISTER (m) (S); BEE (e)
Special Editions: Tobacco (Sept.).
Advs. Not Accepted: Liquor, Beer (S)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Farley
Book—G. Tetley
Church—Jack Scism
Editorial Writers—W. Marion Saunders (m) (S); Girard Tetley (e)
Fashion—Mary Prillaman
Motion Picture-Theatrical—A. A. Farley
Music—Mary Prillaman
Photo. Dept. Mgr.—Hubert Whitley
Society—Mary Prillaman

FREDERICKSBURG (Va.), FREE LANCE-STAR (e)
Split Run Advertising: Geographically.
Advs. Not Accepted; Mail order.
Special Editions: Home improvement (Aug.); Spring Opening (Mar.); Christmas Supplement (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Menu column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth R. Gregg
Book—Charles S. Rowe
Editorial Writer—Charles S. Rowe
Farm—Paul A. Muse
Fashion—Marilyn T. Muse

Only The STAR Covers
PORTSMOUTH VIRGINIA
Recognized as the second richest city In Va. 27.8% higher E.B.I. per Family than the state average.
National Linage 1943 490,722
1948 883,986 1954 1 201,325
Consistently year after year over 1 Million lines of advertising from local Norfolk merchants in the
The Portsmouth Star
Portsmouth's Only Newspaper
Represented Nationally By Ward-Griffith Co.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

FREDERICKSBURG FREE LANCE-STAR—Cont'd
Food—Marilyn T. Muse
Photo. Dept. Mgr.—James P. Mcknight
Picture Editor—James P. McKnight
Real Estate—Kenneth R. Gregg
Society—Marilyn T. Muse

HARRISONBURG (Va.), NEWS-RECORD (m)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Feb. 22; Decoration Day; July 4; Labor Day; Armistice Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. R. Lineweaver
Aviation—J. R. Lineweaver
Church—J. R. Lineweaver
Columnist—Bruce Slaven
Editorial Writer—H. F. Byrd, Jr.
Photo. Dept. Mgr.—Bob Riley
Society—Ethel M. Lucas

HOPEWELL (Va.), NEWS (e)
Special Editions: Cooking School (Feb.); Back To School (Aug.); Fall Fashions (Oct.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. E. Alderson
Aviation—Robert Gordon
Book—A. Robbins, Jr.
Business-Financial—Ross G. Miller
Church—Dorothy Moore
Editorial Writer—A. Robbins, Jr.
Education—Cordelia Robbins
Farm—Robert Gordon
Fashion—Dorothy Moore
Food—Cordelia Robbins
Librarian—Hannah Baxter
Motion Picture-Theatrical—Cordelia Robbins
Photo. Dept. Mgr.—Robert Gordon
Picture Editor—Cordelia Robbins
Radio-Television—Cordelia Robbins
Real Estate—James Betts
Travel—James Betts

LYNCHBURG (Va.), NEWS (m); ADVANCE (e); NEWS (S)
Special Editions: Garden (Apr.)
No Editions: Christmas
Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robert C. Glass (m) (S); Philip L. Scruggs (e)
Farm—Henry P. Creasy

MARTINSVILLE (Va.), BULLETIN (e) (S)
Advs. Not Accepted: Vending machine; liquor (S).
Special Editions: Home Edition (Mar.); Vacation (May); Brides (May); Back-to-School (Aug.); Safety Edition (Oct.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Dec. 25.
Group Membership: General Newspapers Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—K. L. Thompson, Jr.
Aviation—K. L. Thompson, Jr.
Book—Antoinette M. Haskell
Business-Financial—K. L. Thompson, Jr.
Church—Helen Black
Columnist—Seymour Rosenberg
Editorial Writers—R. H. Haskell, Jr.; K. L. Thompson, Jr.; Seymour Rosenberg
Education—K. L. Thompson, Jr.
Farm—K. L. Thompson, Jr.
Fashion—Helen Black
Food—Helen Black
Garden—Helen Black
Librarian—Patricia Vint
Motion Picture-Theatrical—Helen Black
Music—Patricia Vint
Photo. Dept. Mgr.—Seymour Rosenberg
Picture Editor—K. L. Thompson, Jr.
Radio-Television—Patricia Vint
Real Estate—Louis J. Beckner
Travel—Helen Black
Society—Helen Black

NEWPORT NEWS (Va.), DAILY PRESS (m) (S); TIMES-HERALD (e)
Run-of-Paper Color Advs.: 1 color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WGH.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. C. Brown (m) (S)
Editorial Writers—J. F. Naff (m) (S); W. M Harrison (e)
Education—Dorothy Blackman (m) (S)
Fashion—Margaret Flanagan
Food—Margaret Flanagan (m) (S); G. L. Price (e)
Librarian—Norma Spencer (m) (e) (S)
Music—J. F. Naff (m) (S)
Photo. Dept. Mgr.—W. E. Bonsor (m) (e) (S)
Picture Editor—H. E. Lee (m) (S); J. R. Long (e)
Society—Margaret Flanagan (m) (S)

NORFOLK (Va.), VIRGINIAN-PILOT (m) (S); LEDGER-DISPATCH (e)
Run-of-Paper Color Advs: 3 colors.
No Editions: Christmas.
Magazine Section Carried: This Week.
Radio Station Affiliation: WTAR.
Television Station Affiliation: WTAR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Goodenow Tyler (e)
Aviation—Bob Dodson (e)
Book—Mary Eugenia Parke (m) (S); Clarence Walton (e)
Business-Financial—Frank Sullivan (m) (S); Mrs. Charlton Barron (e)
Church—Clare Marcus (m) (S); Sandusky W. Curtis (e)
Columnists—John C. Wilkinson (m); Bill Diehl (e)
Editorial Writers—Lenoir Chambers; William S. Meacham; Harold G. Sugg; (m) (S); Joseph A. Leslie, Jr.; George Hebert, (e).
Education—Clare Marcus (m) (S); Jean Bishop (e)
Farm—Charles C. Rodeffer (m) (S); Donald Moore (e)
Fashion—Mrs. Marion Thomas (e);
Food—John C. Wilkinson (m) (S); Mrs. Stella Upshur (e)
Garden—Mrs. Marion Thomas (e); Gisella Grimm (e) (S)
Librarian—Bess Whitworth
Motion Picture-Theatrical—Warner Twyford (m) (S); E. M. Holmes (e)
Music—Warner Twyford (m) (S); Charles Hoofnagle (e)
Photo. Dept. Mgr.—Charles Borjes (m) (S); H. D. Vollmer (e)
Radio-Television—Warner Twyford (m) (S); Clarence Walton (e)
Real Estate—Frank Sullivan (m) (S); Mrs. Charlton Barron (e)
Travel—J. Goodenow Tyler (e)
Society—Mrs. Omeda Brockett (m) (S); Mrs. Marion Thomas (e)

PETERSBURG (Va.), PROGRESS-INDEX (e) (S)
Split Run Advertising: Every-other Paper.
No Editions: Christmas; July 4th.
Group Membership: Southeastern Color Comic group.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard Eanes
Book—E. A. Wyatt
Business-Financial—Sally Flournoy
Church—Anne V. Mann
Columnists—Anne V. Mann; Fred Fletcher
Editorial Writers—Edward A. Wyatt; A. L. Singleton, Jr.
Education—Sally Flournoy
Farm—Jack Fulp
Fashion—Martha Marable
Food—Martha Marable
Garden—Jack Fulp
Librarian—A. L. Singleton, Jr.
Motion Picture-Theatrical—Mary Cherry Allen
Music—Hubert Tillery
Photo. Dept. Mgr.—H. G. Turner
Picture Editor—H. G. Turner
Radio-Television—Herbert Turner
Real Estate—A. V. Mann
Travel—J. C. Lyons
Society—Martha Marable

PORTSMOUTH (Va.), STAR (e) (S)
Run-of-Paper Color Advs. Up to 2 colors. Daily and Sun. morning.
No Editions: Christmas.
Food and/or Household Dept.: Food & Household Thurs. Food column Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. F. Rogers
Aviation—T. F. Bie
Business-Financial—Norman R. Hamilton
Editorial Writers—Norman R. Hamilton; Barrett Richardson
Food—Kathryne T. Rogers
Garden—Lelia J. Triplett
Motion Picture-Theatrical—Jane Hix
Photo. Dept. Mgr.—N. E. Williams
Radio-Television—E. F. Rogers
Society—Lelia J. Triplett

PULASKI (Va.), SOUTHWEST TIMES (e ex. Sat) (S)
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Richard B. McCaffrey
Editorial Writers—Tom A. Phillips; Gordon T. Mills, Jr.
Society—Mrs. L. M. Combiths

RADFORD (Va.), NEWS JOURNAL (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Hurst
Church—Charlotte Giesen
Editorial Writers—Dan J. Rooker; Edward Y. Hill
Picture Editor—Edward Y. Hill
Society—Charlotte Giesen

RICHMOND (Va.), TIMES-DISPATCH (m) (S); NEWS LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Thurs., Fri., Sun.
Radio Station Affiliation: WRNL.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dr. Lewis F. Ball (m) (S); John Cook Wyllie (e)
Business-Financial—Al Zimmerman (m) (S); William D. Bien (e).
Cartoonists—Fred Seibel (m) (S); Art Wood (e)
Editorial Writers—K. V. Hoffman; Overton Jones; Virginius Dabney (m) (S); J. J. Kilpatrick; Mrs. Shelby Little (e); Guy Friddell, Jr. (e)
Fashion—Sylvia Costen (e); Margie Wrenn (m) (S)
Food—Dorothy Robertson (m); Mildred Williams (e)
Librarian—Marjorie Gratiot (e) (m) (S)
Motion Picture-Theatrical—Alton Williams (e); Edith Calisch (S) (m)
Music—Mrs. Channing Ward (e)
Photo. Dept. Mgr.—Joseph Colognori (m) (S)
Radio-Television—John Stratton (e); Norman Rowe (m) (S)
Society—Mrs. Ernest Edinger (m) (S); Sylvia Costen (e)

ROANOKE (Va.), TIMES (m) (S); WORLD-NEWS (e)
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Western Virginia Progress (Jan.); Farm and Garden (Feb.); New in Shoes (Mar.) Spring Fashions (Mar.); Your Home (Apr.); Graduation (May); Vacation and Travel (June); Father's Day (June); Back-to-School (Aug.); Fall Fashions (Sept.); Home Fashion Time (Sept.); Second Annual Cook Book (Oct.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food features; home-making hints; Interior Decorating—Thurs.; Fri.; Sun.
Radio Station Affiliation: WDBJ (AM & FM)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Horace Hood (m); A. G. Smith (e)
Aviation—E. H. Hammersley, Jr. (m); A. G. Smith
Book—Horace Hood (m) (e); W. C. Stouffer (e)
Business-Financial—W. Atkinson (m); A. G. Smith (e)
Church—Horace Hood (m); Frances Stebbins (e)
Columnists—H. J. Wimmer; W. Atkinson; Ralph Bennington (m); W. C. Stouffer; Kinsley McWhorter (e)
Editorial Writers—J. M. Orndorff (m); John Eure (m); M. Carl Andrews.
Education—Horace Hood (m); A. G. Smith
Farm—W. Atkinson (m); Ozzie Worley (e)
Fashion—Anne Montgomery (m); Mary Bland Armistead (e)
Food—Anne Montgomery (m); Mary Bland Armistead (e)
Garden—Horace Hood (m); Frank Hancock (e)
Librarian—C. D. Hewlett (m) (e)
Motion Picture-Theatrical—Horace Hood (m); A. G. Smith
Music—Anne Montgomery (m); Mary Bland Armistead (e)
Photo. Dept. Mgr.—Howard Hammersley (m) (e)
Picture Editor—Howard Hammersley (m); Frank Hancock (e)
Radio-Television—Horace Hood (m); A. G. Smith (e)
Real Estate—Horace Hood (m); A. G. Smith (e)
Travel—Horace Hood (m); A. G. Smith (e)
Society—Anne Montgomery (m); Mary Bland Armistead (e)

STAUNTON (Va.), NEWS-LEADER (m) (S); LEADER (e)
Advs. Not Accepted: Liquor; Work at home; vending machines.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. W. Opie (m) (S); E. Lewis Knowles (e)

STRASBURG (Va.), NORTHERN VIRGINIA DAILY (m)
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Building page, (Tues.) (June, July, Aug., Sept.); Poultry page, (Tues.) (Feb., Mar., Apr., May); Used Car page, (Fri.) (yearly).
No Editions: July 4th; Labor Day; Christmas; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Ramblin Riter; C. G. Wilkins
Address other editorial correspondence to: R. M. Heishman; C. G. Wilkins; Arthur D. Davidson

SUFFOLK (Va.), NEWS-HERALD (e) (S)
Special Editions: Spring Fashion (Before Easter); Fall Fashions (Aug.-Sept.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. J. Missett

WAYNESBORO (Va.), NEWS-VIRGINIAN (e)
Run-of-Paper Color Advs.: 3 colors. Daily ex.Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic Beverages; fortune telling.
Special Editions: Dollar Days (Feb.); Spring Fashions (Mar.); Dollar Days (Aug.); Back-to School (Aug.); Christmas Shopping (Nov.); Christmas Greetings (Dec. 24).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food copy and/or Pictures daily on Woman's Page. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Louis Spilman
Church—Ella Hester Matheny
Columnist—Louis Spilman

(Continued on page 234)

ROANOKE

Largest City and Market in Western Virginia

A HALF-BILLION DOLLAR PLUS MARKET!

Dominant Coverage* by the ROANOKE NEWSPAPERS

*100% in Roanoke County
*61% in the 16 county Roanoke Primary Market

ROANOKE TIMES AND WORLD-NEWS

More Food Sales through the ROANOKE MARKET DEVELOPMENT PLAN

Weekly ADVANCE BULLETIN to top food stores in entire 16-County Roanoke market.

This advance schedule of grocery lineage, plus personal calls to retailers, distributors, divisional headquarters plus regular food news reporting in the daily papers, assures greater returns from national advertising through increased dealer tie-ins!

Write for free brochure — "ROANOKE MARKET DEVELOPMENT PLAN"

. . . and we're sure you'll be interested in the prize-winning brochure, "Portrait of a Newspaper Market," presenting a complete picture of Roanoke, its newspapers and its test market qualifications

Address SAWYER-FERGUSON-WALKER CO.
60 East 42nd St., New York 17, N. Y.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

VIRGINIA—Cont'd

(Continued from page 233)

WAYNESBORO (VA.) NEWS-VIRGINIAN—Cont'd
Editorial Writers—Louis Spilman; William B. Spilman
Farm—Gabriel Gelb
Fashion—Ella Hester Matheny
Food—Ella Hester Matheny
Garden—Gabriel Gelb
Librarian—Susan Ritchie
Motion Picture-Theatrical—Woodrow W. Stone
Photo. Dept. Mgr.—W. B. Alwood, III
Picture Editor—E. P. Berlin, Jr.
Travel—Woodrow W. Stone
Society—Ella Hester Matheny

WINCHESTER (Va.), STAR (e)
Advs. Not Accepted: Liquor
Special Editions: Winchester Days (July)
No Editions: Jan 1; May 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. B. O'Connell
Book—Miss Bobbie Conrad
Business-Financial—Gene Miller
Church—Miss Lula McDaniel
Editorial Writer—Harry F. Byrd, Jr.
Fashion—Miss Bobbie Conrad
Food—Miss Bobbie Conrad
Photo. Dept. Mgr.—Charlie Tait
Society—Miss Bobbie Conrad

WASHINGTON

ABERDEEN (Wash.), DAILY WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Mail Orders.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—K. Schell
Aviation—Ade. Frederickson
Book—Primrose R. Foelkner
Business-Financial—Ed. Van Syckle
Church—Ed. Stanley
Editorial Writers—W. A. Rupp; Ed. Van Syckle
Education—Ed. Van Syckle
Farm—Ed. Stanley
Fashion—Primrose R. Foelkner
Food—Primrose R. Foelkner
Garden—B. Elliott
Librarian—Ed. Stanley
Motion Picture-Theatrical—Primrose R. Foelkner
Music—Primrose R. Foelkner
Picture Editor—B. Elliott
Radio Television—Ed. Stanley
Real Estate—D. Heenan
Travel—D. Heenan
Society—Primrose R. Foelkner

ANACORTES (Wash.), AMERICAN (e ex. Thurs. & Sat.)
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Wallie Funk
Editorial Writers—Wallie Funk; Cliff Danielson; Ken Mac Lean

BELLINGHAM (Wash.), HERALD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Sam Rugg
Editorial Writers—W. C. Carver
Fashion—Nellie B. Duff
Food—Nellie B. Duff
Garden—Nellie B. Duff
Motion Picture-Theatrical—Nellie B. Duff
Music—Nellie B. Duff
Photo. Dept. Mgr.—Jack Carver
Society—Nellie B. Duff

BREMERTON (Wash.), SUN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Special Editions: Spring Opening (Apr.); Home Edition (June); Fall Opening (Sept.).
Food and/or Household Dept.: features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Julia Lee Macdonald
Church—Adele Ferguson
Columnists—Bob Wetheran; Adele Ferguson
Editorial Writers—Bob Sutton; Casey Davison
Education—Ray C. Fortney
Food—Vera Pumphrey
Garden—Adele Ferguson
Music—Julia Lee Macdonald
Photo. Dept. Mgr.—Robert Wethern
Radio-Television—Dot Lackey
Society—Julia Lee Macdonald

CENTRALIA-CHEHALIS (Wash.), CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sat.
Advs. Not Accepted: Vending machines; mail order.
Special Editions: Home Building (Apr.); Home Gardening (Mar.); Back To School (Aug.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Knowles
Aviation—Malcolm MacNey
Book—R. W. Edinger
Business-Financial—John B. Edinger
Church—Beulah Robinson
Columnists—Malcolm MacNey; E. J. Olson; Vance B. Noel
Editorial Writers—Ray W. Edinger; John B. Edinger; E. J. Olson
Education—E. J. Olson
Farm—E. J. Olson
Fashion—Beulah Robinson
Food—Beulah Robinson
Garden—E. J. Olson
Librarian—Alan Oster
Motion Picture-Theatrical—John B. Edinger
Music—John B. Edinger
Photo. Dept. Mgr.—E. J. Olson
Picture Editor—E. J. Olson
Radio-Television—Bob Ray
Real Estate—E. J. Olson
Travel—Ray W. Edinger
Society—Beulah Robinson

ELLENSBURG (Wash.), RECORD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo (Sept.); Fall Fashion (Oct.); Spring Fashion (Mar.).
No Editions: New Years; Memorial Day; Thanksgiving; Christmas; July 4.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Taylor
Aviation—Howard Kaynor
Church—Pearl Howard
Editorial Writer—Clifford Kaynor
Education—Virgil Cuningham
Farm—William Clark
Fashion—Pearl Howard
Food—Pearl Howard
Garden—Fern Kaynor
Motion Picture-Theatrical—George Gross
Photo. Dept. Mgr.—Howard Kaynor
Real Estate—Esther Baker
Travel—Clifford Kaynor
Society—Pearl Howard

EVERETT (Wash.), HERALD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Sat.
Advs. Not Accepted: Mail order.
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Spence
Aviation—Marshall Wilson
Book—Robert D. Best
Business-Financial—A. M. Glassberg
Church—A. M. Glassberg
Editorial Writer—A. M. Glassberg
Education—Lloyd Spence
Farm—Don Davis
Food—A. M. Glassberg
Garden—A. M. Glassberg
Motion Picture-Theatrical—James Hamilton
Music—Walter Butler
Photo. Dept. Mgr.—Ken Knudson
Picture Editor—Lloyd Spence
Radio-Television—Marilyn Almgren
Real Estate—Lloyd Spence
Travel—Lloyd Spence
Society—A. M. Glassberg

LONGVIEW-KELSO (Wash.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
No Editions: Christmas.
Food and/or Household Dept.: Wed.
Radio Station Affiliation: KWLK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Carlton Moore
Aviation—Jan Fardell
Book—J. Carlton Moore
Business-Financial—Agnes Staggs
Church—Maudine Edmondson
Columnists—J. M. McClelland Jr.; Carlton Moore
Editorial Writers—J. M. McClelland Jr.
Education—Agnes Staggs
Farm—Larry Peeples
Fashion—Ruth Sweeney
Food—Ruth Sweeney
Garden—Larry Peeples
Librarian—Joyce Fisher
Music—Ruth Sweeney
Photo. Dept. Mgr.—Leo Walstead
Picture Editor—Jan Fardell
Radio Television—George Hess
Real Estate—Larry Peeples
Travel—J. Carlton Moore
Society—Ruth Sweeney

MOUNT VERNON (Wash.), HERALD (e ex. Sat.)
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harry B. Averill
Society—Marilyn Chicoratich

PASCO, KENNEWICK & RICHLAND (Wash.), COLUMBIA BASIN NEWS (m)
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex G. Adams
Aviation—James Spoerhase
Book—Phil Freshwater
Business-Financial—Eagle Freshwater
Church—Ted Van Arsdol
Editorial Writers—Eagle Freshwater; Phil Freshwater; James MacLean
Education—Ron Taylor
Farm—James MacLean
Fashion—Geneva Newell
Food—Geneva Newell
Garden—Geneva Newell
Librarian—Ron Taylor
Motion Picture-Theatrical—Dixon Murphy
Music—Geneva Newell
Photo. Dept. Mgr.—H. H. Woodworth
Picture Editor—Phil Freshwater
Radio-Television—Alex G. Adams
Real Estate—Bruce MacGaffey
Travel—Phil Freshwater
Society—Geneva Newell

PASCO-KENNEWICK-RICHLAND (Wash.), TRI-CITY HERALD (e. ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
No Editions: New Years; Decoration Day; July 4th; Christmas; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. Lamb
Aviation—Dick Galbraith
Book—Neva Bequette
Business-Financial—Bill Bequette
Church—Matt Miletich
Columnists—Gil Gilmore; Glenn C. Lee; Beth Tampien
Editorial Writers—Don Pugnetti; Paul Buselle
Education—Chas. Lamb
Farm—Bill Bequette
Fashion—Mrs. Hill Williams
Food—Don Pugnetti
Garden—Bill Bequette
Librarian—Ellen Turner
Motion Picture-Theatrical—Bill Bequette
Music—Neva Bequette
Photo. Dept. Mgr.—Ellen Turner
Picture Editor—Don Pugnetti
Radio-Television—Paul Busselle
Real Estate—Paul Busselle
Travel—Ellen Turner
Society—Mrs. Hill Williams

SEATTLE (Wash.), DAILY JOURNAL OF COMMERCE & CONSTRUCTION RECORD (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: January.
DEPARTMENTAL EDITORS and/or MANAGERS
All editorial correspondence should be addressed to M. W. Bean

SEATTLE (Wash.), POST-INTELLIGENCER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Objectionable medical.
Special Editions: Home Show (Jan. or Feb.); Fashion Reviews (Sept. & Mar.); Shoe Review (Aug.); Ntl. Homes Week (Sept.); Financial Review (Jan. or Feb.); Progress Edition (July).
Syndicated Magazine Section Carried: Pictorial Review; American Weekly.
Food and/or Household Dept.: Prudence Penny.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Hill
Aviation—William Schulze
Book—Lucille Cohen
Business-Financial—Fred Niendorff
Cartoonists—Stuart Moldrem; Fred Marshall
Church—E. J. Mitchell
Columnists—Frank Lynch; Clarence Dirks
Editorial Writer—Nard Jones
Farm—Walter Rue
Fashion—Marion Stixrood
Food—Maurine Kelley
Garden—Dr. John Hanley
Librarian—Mary Cunningham
Motion Picture-Theatrical—J. Willis Sayre
Music—John Voorhees
Photo. Dept. Mgr.—Kenneth Harris
Picture Editor—Bruce Penny
Radio-Television—W. F. Jahn
Real Estate—E. J. Mitchell
Travel—James Hill
Society—Marion Stixrood

SEATTLE (Wash.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Liquor (S).
Group Membership: Pacific Sunday Group; Metropolitan; Gravure.
Food and/or Household Dept: Daily food page.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Twiss
Book—Lucile McDonald
Business-Financial—Erwin Laurance
Cartoonists—Stuart Pratt; Parker McAllister
Church—Lane Smith
Columnists—Ross Cunningham; Byron Fish; C. T. Conover
Editorial Writers—C. E. Brazier; J. Matthew O'Connor; E. B. Fussell
Fashion—Miriam Beckes
Food—Miriam Beckes
Librarian—Florina Conklin
Motion Picture-Theatrical—Louis Guzzo
Music—Louis Guzzo
Photo. Dept. Mgr.—Josef Scaglia
Radio-Television—Edwin Baker
Real Estate—Alice Staples
Society—Dorothy Brant Brazier

SPOKANE (Wash.), SPOKESMAN-REVIEW (m) (S); CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Jan.); Vacation and Travel (May); Homemaker's Edition (Aug.); Baby Album (Apr.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Jessie's Notebook; Buy Lines Nancy Sasser; Metropolitan; Pacific Coast Sunday Group.
Food and/or Household Dept.: Dorothy Dean Homemakers Service Magazine Feature

TACOMA (Wash.), NEWS-TRIBUNE (e) LEDGER (S)
Run-of-Paper Color Advs.: Up to 2 colors daily & Sun.
Group Membership: Metropolitan; Buy-Lines by Nancy Sasser.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTNT
Television Station Affiliation: KTNT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin Johnson
Aviation—Howard Clifford
Book—J. Ernest Knight
Church—Dennis MacGougan
Editorial Writers—Charles B. Welch; J. Ernest Knight; Leonard Coatsworth
Farm—Erna Bence
Librarian—Alice Collins
Motion Picture-Theatrical—Virgil Langdon
Music—Katharine Hunt
Photo. Dept. Mgr.—Howard Clifford
Radio-Television—Helen Rogers
Real Estate—John Macdonald
Society—Marcia Shannon

VANCOUVER (Wash.), THE COLUMBIAN & SUN (e ex. Sat.)
Run-of-Paper Color Advs.: 1 color.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Erwin Rieger
Aviation—Jim Hughes
Book—R. L. Bachman
Church—Jessie Rody
Editorial Writers—R. L. Bachman; Erwin Rieger
Education—Dave Pease
Farm—Jim Hughes
Fashion—Jessie Rody
Food—Jessie Rody
Garden—Jim Hughes
Librarian—Alberta Purser
Motion Picture-Theatrical—Tina Brand
Music—Tina Brand
Photo. Dept. Mgr.—Erwin Rieger
Picture Editor—Erwin Rieger
Radio-Television—Jessie Rody
Real Estate—Dave Pease
Travel—Al Crombie
Society—Jessie Rody

WALLA WALLA (Wash.), UNION-BULLETIN (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor; mail order mdse.
Special Editions: Progress Edition (Feb.)
No Editions: Christmas
Food and/or Household Dept.: Thurs.; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Sherman Mitchell
Aviation—James B. Schick
Book—James B. Schick
Business-Financial—H. Sherman Mitchell
Church—Claude M. Gray
Editorial Writers—Roland Miller; H. Sherman Mitchell
Education—Carol Lund
Farm—Douglass Blessinger
Fashion—Iris Myers
Food—Robin Bragg
Garden—Joan F. Rencken
Librarian—Joan F. Rencken
Motion Picture-Theatrical—Iris Myers
Music—Roland Miller
Photo. Dept. Mgr.—Wm. Lilley
Picture Editor—H. Sherman Mitchell
Radio-Television—Joan F. Rencken
Real Estate—James B. Schick
Travel—Iris Myers
Society—Iris Myers

WENATCHEE (Wash.), WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Progress (Apr.); Gardening (Feb.); Building (Mar.); Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Nov.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Sun.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph V. Wood
Cartoonists—Richard Larsen
Church—Jane Weber
Editorial Writers—Ralph Wood; Hu Blonk.
Education—Genevieve Strand
Farm—John Richardson
Fashion—Jane Weber
Food—Jane Weber
Garden—Jane Weber
Librarian—Barbara Seaberg
Music—Lona Miller
Photo. Dept. Mgr.—James Lieb
Picture Editor—Bob Woods
Society—Lona Miller

YAKIMA (Wash.), HERALD (m) (S), REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Mail order.
Food and/or Household Dept.: Thurs. (e); Fri. (m).

WEST VIRGINIA

BECKLEY (W. Va.), BECKLEY POST-HERALD (m); RALEIGH REGISTER (e); Combined Edition (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: fortune-tellers
Special Editions: State Fair (Aug.); Forest Fire Prevention (Sept.).
No Afternoon Editions: July 4th; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Eugene L. Scott (m) (S); Thomas F. Stafford (S)
Editorial Writers—Eugene L. Scott (m) (S); Thomas F. Stafford (e); Charles Hodel (S)
Farm—Robert E. Dwight (e)
Fashion—Dorothy Amick (m) (S) (e)
Food—Dorothy Amick (m) (S)
Librarian—Edward J. McFarland
Society—Dorothy Amick (m) (S)

BLUEFIELD (W. Va.), TELEGRAPH (m); SUNSET NEWS (e); TELEGRAPH (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. and/or Fri.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Spring Fashion (Mar.); Building Section (Apr.); Cooking School (Apr.); Father's Day (June); Back to School (Aug.); Better Homes Week (Sept.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHIS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Janet Sue Riley (m) (S); Richard Brown (e)
Aviation—Marion Wall (m) (e) (S)
Book—Lurline Babbitt (m) (S); Richard Brown (e)
Business-Financial—J. Earl Chevalier (m) (S); Wesley Scott (e)
Church—Janet Sue Riley (m) (S); George Egbert (e)
Columnists—V. L. Currence; Dewey Helmick (m) (S); O. E. Elliott; June Grubb (e)
Editorial Writers—Hugh Shott Jr. (m) (S); A. S. Barksdale Jr. (e)
Education—Mrs. Lurline Babbitt (m) (S); Marion Wall (e)
Farm—Janet Sue Riley (m) (S); Richard Wall (e)
Fashion—Jean Winner (m) (S); June Grubb (e)
Food—Jean Winner (m) (S); June Grubb (e)
Garden—Jean Winner (m) (S); June Grubb (e)
Librarian—V. L. Currence (m) (S); June Grubb (e)
Motion Picture-Theatrical—V. L. Currence (m) (S); George Egbert (e)
Music—V. L. Currence (m) (S); Wesley Scott (e)
Photo. Dept. Mgr.—William Wall (m) (e) (S)
Picture Editor—V. L. Currence (m) (S); A. S. Barksdale Jr. (e)
Radio-Television—Wesley Scott (m) (e) (S)
Real Estate—Earl Chevalier (m) (S); George Egbert (e)
Travel—Jean Winner (m) (S); A. S. Barksdale Jr. (e)
Society—Jean Winner (m) (S); June Grubb (e)

CHARLESTON (W. Va.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. (m) Daily ex Fri.; (S) In magazine only.
Split Run Advertising: Geographically When over 48p; Every-other Paper When Under 48p.
Advs. Not Accepted: Liquor (S).
Print Own Magazine: Yes.
Group Membership: King Features/Color Prod.
Food and/or Household Dept.: Food Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William E. Grose
Aviation—Dallas C. Higbee

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CHARLESTON (WVa) GAZETTE — Cont'd
Book—Mary Chilton Chapman
Business-Financial—Wallace E. Knight
Cartoonists—Kendall Vintroux; James Dent
Church—Pearl Masterson
Columnists—Frank A. Knight; Harry G. Hoffmann; George E. Lawless, Jr.; Wallace E. Knight; A. L. Hardman; Anne Price Mangelsdorf
Editorial Writers—Harry L. Flournoy; Harry G. Hoffmann
Education—Harry Ernst
Farm—John Morgan
Fashion—Jerry Braden
Food—Jean Rhodes
Garden—Anne G. Howard
Librarian—Ada Harless
Motion Picture-Theatrical—Nancy Brady
Music—Bayard F. Ennis
Photo. Dept. Mgr.—Frank Wilkin
Picture Editor—Frank Wilkin
Radio-Television—Nancy Brady
Real Estate—Harold C. Gadd
Travel—Harold Gadd
Society—Lois Amick

CHARLESTON (W.Va.), MAIL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Christmas Shopping (Dec.); Home Appliance (Apr.); Vacation (May); Back to School (Aug.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. M. Sayre
Book—J. D. Maurice
Business-Financial—Frank E. Shaffer
Church—Leo Peters
Columnists—Diddy Palmer; Adrian Gwin; Sol Padlibsky
Editorial Writer—J. D. Maurice
Education—John Greene
Fashion—Wilma Higginbotham
Food—Brentz Thompson
Garden—E. C. Cornwell
Librarian—Helen Baldwin
Motion Picture-Theatrical—Leo Peters
Music—Shirley Bell
Photo. Dept. Mgr.—Raymond T. Wheeler
Picture Editor—Vint Jennings
Radio-Television—Arnold Knapp
Real Estate—Gertrude Riddle
Travel—R. M. Sayre
Society—Wilma Higginbotham

CLARKSBURG (W.Va.), EXPONENT (m ex Mon); TELEGRAM (e); EXPONENT-TELEGRAM (S)
No Editions: July 4; Labor Day; Thanksgiving; Christmas

FAIRMONT (W.Va.), TIMES (m); WEST VIRGINIAN (e); TIMES-WEST VIRGINIAN (S)
Special Editions: Industrial (Sept.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Richard Parrish
Fashion—Kate Bloom (e)
Food—Kate Bloom (e)
Motion Picture-Theatrical—James Redden
Picture Editor—Haven Thompson (m); Emlyn Thomas (e) (S)
Radio-Television—James Redden
Society—Anna R. Murphy (m); Kate Bloom (e) (S)

GRAFTON (W. Va.), SENTINEL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Roberts
Book—Lee Roberts
Business-Financial—Lee Roberts
Church—Patty Thorne
Columnist—Mrs. M. F. Bourjaily
Editorial Writers—M. F. Bourjaily; Lee Roberts
Education—Patty Thorne
Farm—Lee Roberts
Fashion—Patty Thorne
Food—Patty Thorne
Garden—Lee Roberts
Librarian—Patty Thorne
Music—Lee Roberts
Photo. Dept. Mgr.—Lee Roberts
Society—Patty Thorne

HINTON (W.Va.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. Thelda J. Weeks
Editorial Writer—J. E. Faulconer
Fashion—Elizabeth Morriss
Food—Elizabeth Morriss
Photo. Dept. Mgr.—E. P. Martufi Jr.
Society—Elizabeth Morriss

HUNTINGTON (W. Va.), HERALD DISPATCH (m); ADVERTISER (e); HERALD ADVERTISER (S)
No Editions (e): New Years; Decoration Day; Labor Day; Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Homemakers section Thurs. & Fri; House & Garden.
Radio Station Affiliation: W S A Z
Television Station Affiliation: W S A Z, T-V
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Smith (m); Jack Hardin (e); Elinor Ritchie (S)
Aviation—Boyd Jarrell (m); Jack Hardin (e); Estelle Belanger (S)
Book—Boyd Jarrell (m); Dorothy Buzek (e); H. R. Pinckard (S)
Business-Financial—Richard B. Smith (m) (e); H. R. Pinckard (S)
Cartoonist—Irv Dugan (m) (e) (S)
Church—Boyd Jarrell (m); Bob Rine (e); Estelle Belanger (S)
Columnists—C. V. "Duke" Ridgley; W. D. Click (m); James R. Haworth; Earnest Salvatore; Harold Faller; Catherine Enslow; Brooks Wells (e); Fred Burns; H. R. Pinckard; Estelle Belanger; Raymond Lambert (S)
Editorial Writers—Raymond Brewster (m); Clyde A. Wellman (e); H. R. Pinckard (S)
Education—Edgar Oliver (m); Dorothy Buzek (e); Margaret Neff (S)
Farm—W. D. Click (m); Hugh Maxwell (e); Estelle Belanger (S)
Fashion—Jo Ann Herring (m). Frances Hundley (e); Margaret Neff (S)
Food—Jo Ann Herring (m); Frances Hundley (e); Margaret Neff (S)
Garden—W. D. Click (m); James R. Haworth (e); Margaret Neff (S)
Librarian—Mary Dybeck (m) (e) (S)
Motion Picture-Theatrical—Boyd Jarrell (m); Brooks Wells (e); Boyd Jarrell (S)
Music—Boyd Jarrell (m); Dorothy Buzek (e); Estelle Belanger (S)
Photo. Dept. Mgr.—Maurice Kaplan (m) (e) (S)
Picture Editor—Edward Sharpe (m); Charles Tucker (e); Estelle Belanger (S)
Radio-Television—Edgar Oliver (m); Earnest Salvatore (S); Brooks Wells (e)
Real Estate—Harry Flesher (m); Hugh Maxwell (e); Elinor Ritchie (S)
Travel—Catherine Enslow (e); Estelle Belanger (S)
Society—Ruth Napier (m); Catherine Enslow (e); Margaret Neff (S)

LOGAN (W. Va.), BANNER (e)
No Editions: Labor Day; Thanksgiving; July 4th; Christmas.
Radio Station Affiliation: WLOG & WLOG-FM.

MARTINSBURG (W.Va.), JOURNAL (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gilbert C. McKown; Austin V. Wood
Picture Editor—William M. Thompson
Society—Ruth B. Willey

MORGANTOWN (W.Va.), DOMINION-NEWS (m); POST (e)
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Walter Hart
Editorial Writer—Walter Hart (m); Brooks Cottle (e)
Society—Mrs. Mildred Patterson (m); Mrs. Maude Patterson (e)

MOUNDSVILLE (W.Va.), ECHO (e)
Run-of-Paper Color Advs.: 1 color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: County Fair (Aug.).
No Editions: Christmas; New Years; Decoration Day; July 4th; Labor Day; Thanksgiving.

PARKERSBURG (W.Va.), NEWS (m) (S); Sentinel (e)
Advs. Not Accepted: (S) Alcoholic beverages.
Special Editions: (S) Appliance (May); Fashion (Mar); Fashion (Sept).
No Editions: (e) July 4; Labor Day; Thanksgiving; Christmas; (m & e) New Year's; Memorial Day.
Food and/or Household Dept.: Food section Thurs. (e) & Fri. (m); Food column daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Sutton Sharp (e)
Aviation—Marie Wood (m); H. Sutton Sharp (e)
Book—Anne Chamberlain (m) (S); H. Sutton Sharp (e)
Business-Financial—Marie Wood (m) (S); H. Sutton Sharp (e)
Church—Richard Suter (m) (S); H. Sutton Sharp (e)
Columnists—Marie Wood (m) (S); Dick Leonard (m) (S); Cordelia Moellendick (m) (S); Dave Treadwell (m); Jas. H. Young (m)
Editorial Writers—James H. Young (m) (S); H. Sutton Sharp (e)
Education—James H. Young (m) (S); H. Sutton Sharp (e)
Farm—Albert Woofter (m) (S); H. Sutton Sharp (e)
Fashion—Bethel Swint (m) (S); Theresa Kivlehan (e)
Food—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Garden—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Librarian—Francis Hile (m) (S); Burns Harlan (e)
Motion Picture-Theatrical—Richard Suter (m) (S); Bill Wild (e)
Music—Richard Suter (m) (S); Bill Wild (e)
Photo. Dept. Mgr.—Harry Seawell (m) (S); Bob Macias (e)
Picture Editor—James H. Young (m) (S); Burns Harlan (e)
Radio-Television—Richard Suter (m) (S); Bill Wild (e)
Real Estate—James H. Young (m) (S); H. Sutton Sharp (e)
Travel—Richard Suter (m) (S); H. Sutton Sharp (e)
Society—Bethel Swint (m) (S); Theresa Kivlehan (e)

POINT PLEASANT (W. Va.), REGISTER (e)
Special Editions: Easter; Back to School; Christmas.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Knox Dye
Book—J. Knox Dye
Columnist—J. Knox Dye
Editorial Writers—Austin V. Wood; Rush D. Holt
Farm—J. Knox Dye
Fashion—Mitzi Gibson
Food—Mrs. J. K. Dye
Librarian—Mitzi Gibson
Photo. Dept. Mgr.—J. Knox Dye
Picture Editor—J. Knox Dye
Society—Mitzi Gibson

WEIRTON (W.Va.), TIMES (e)
No Editions: New Year; July 4th; Memorial Day; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Millie Martin; Earle V. Wittpenn

WELCH (W.Va.), NEWS (e)
Advs. Not Accepted: Liquor; Wine.
Special Editions: Back to School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Hardison
Aviation—C. H. Hardison
Book—W. R. Keyser
Business-Financial—W. R. Keyser
Church—R. C. Farris
Columnists—Tony Casali; Lonnie Oakes
Editorial Writers—W. R. Keyser; Lonnie Oakes
Education—Lonnie Oakes
Farm—W. R. Keyser
Fashion—Mrs. R. C. Farris
Food—Mrs. R. C. Farris
Garden—W. R. Keyser
Librarian—Angeline Battlo
Motion Picture-Theatrical—Angeline Battlo
Music—Angeline Battlo
Photo. Dept. Mgr.—C. H. Hardison
Picture Editor—C. H. Hardison
Radio-Television—C. H. Hardison
Real Estate—W. R. Keyser
Travel—Mrs. R. C. Farris
Society—Mrs. R. C. Farris

WELLSBURG (W.Va.), HERALD (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to L. H. McCamic, editor.
Society—Mrs. Margaret Mozing

WHEELING (W.Va.), INTELLIGENCER (m); NEWS-REGISTER (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Better Homes Show (May); Christmas Shopping (Dec.).
No Editions (e): New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Pages Every Thurs., Fri. & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Frank Desmond (m)
Columnist—Francis Wallace (e) (S)
Editorial Writers—Thomas O'Brien Flynn (m); Malcolm Brice (e)
Farm—Robt. Beans (m)
Fashion—Harry Dean (m); Sue Hansen (e) (S)
Food—Dorothy Cohen (m); Sue Hansen (e) (S)
Garden—Harry Dean (m); Sue Hansen (e) (S)
Motion Picture-Theatrical—Robert Koon (m); Zita Pizar (e) (S)
Music—Dr. Paul Elbin (S)
Photo. Dept. Mgr.—B. E. Nickerson (m); Don Muhleman (e) (S)
Radio-Television—Dorothy Cohen (m); Zita Pizar (e) (S)
Society—Harry Dean (m); Alma Mayer (e) (S)

WILLIAMSON (W.Va.), NEWS (e)
Special Editions: Auto Show (Feb.); Football Editions (Sept.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. F. Tolbert, Editor
Society—Mrs. Isabel Easley

WISCONSIN

APPLETON (Wisc.), POST-CRESCENT (e)
Run-of-Paper Color Advs.: 1 color. Daily. 3-day leeway requested.
Split Run Advertising; Geographically.
Special Editions: Dollar Day Edition (Feb. & Aug.); Spring Fashion Edition (Mar.); Sportsman's Edition (Mar.); Homes Gardens & Furnishing Edition (Mar. or Apr.); Back-to-School Days Edition (Aug.); Fall Fashion Edition (Sept.).
No Editions: Labor Day; Christmas; July 4th.
Food and/or Household Dept: Food pages Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Heinemann
Aviation—David Brooker
Book—Jean Wiley Thickens
Business-Financial—E. L. Biselx
Church—Betty Kilich
Editorial Writer—V. I. Minahan, Jr.
Education—Betty Kilich
Farm—Walter York
Fashion—Donna Callahan
Food—Lillian Mackesy
Librarian—Sandra Grimmer
Music—Marguerite Schumann
Photo. Dept. Mgr.—Andrew Mueller
Picture Editor—E. L. Biselx
Radio-Television—John Runkel
Real Estate—Milford Schreiber
Travel—Donna Callahan
Society—Donna Callahan

BARABOO (Wisc.), NEWS-REPUBLIC (e)
Special Editions: Christmas (Dec.); Paper Anniversaries.
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving; Memorial Day.
Food and/or Household Dept.: Sat.
Radio Station Affiliation: W R D B Reedsburg.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Harlan Page
Editorial Writers—M. C. Page
Fashion—Althea Steele
Picture Editor—Irene Underkofler
Society—Althea Steele

EAU CLAIRE (Wisc.), LEADER (m) (S); TELEGRAM (e)
Run-of-Paper Color Color Advs.: Up to 1 color.
No Editions: (e) Jan. 1; July 4; Dec. 25; Labor Day; Decoration Day; (m) no editions on mornings following above holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Margaret Greiner (m) (e) (S)

FOND DU LAC (Wis.), COMMONWEALTH REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Mail order from outside trade area.
Special Editions: Christmas (Nov.); Spring (Mar. or Apr.).
No Editions: Christmas; Thanksgiving; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl H. Keyser
Aviation—John Studley
Book—Carl H. Keyser
Business-Financial—Carl H. Keyser
Church—Mrs. T. E. Sullivan
Editorial Writers—C. F. Coffman; Carl H. Keyser
Education—William Carey, Jr.
Farm—Carl H. Keyser
Fashion—Mrs. T. E. Sullivan
Food—Carl H. Keyser
Garden—Carl H. Keyser
Librarian—Mrs. David B. Wiley
Motion Picture-Theatrical—Miss Catherine McGivern
Music—Delores Ecker
Photo. Dept. Mgr.—Carl H. Keyser
Real Estate—Myron J. Faris
Travel—Myron J. Faris
Society—Mrs. T. E. Sullivan

GREEN BAY (Wisc.), PRESS-GAZETTE (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Comic Strip.
No Editions: New Years; Christmas; July 4th; Labor Day.
Radio Station Affiliation: WJPG.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Dave Yuenger
Columnists—John Wyngaard
Editorial Writer—Leo V. Gannon
Education—Janet Skrivseth
Farm—Ray Pagel
Food—Lois Kerin
Garden—Ray Pagel
Photo. Dept. Mgr.—Clarence Bredell
Picture Editor—Glen Toule
Society—Nancy DuChateau

JANESVILLE (Wisc.), GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring Styles (Mar.); Vacation (June); 4 H Fair (Aug.); Back-to-School (Aug.); Year End (Dec.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: WCLO & WCLO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Perry O'Brien
Editorial Writer—Roland Kuehn
Farm—Roland Kuehn
Fashion—Peg O'Brien
Food—Peg O'Brien
Picture Editor—Harry Van Tuyl
Society—Peg O'Brien

KENOSHA (Wisc.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Spring Opening (Mar.); Home & Garden (Apr.); Back to School (Aug.); Nat. Home Week (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Girard Clark
Aviation—Harlan Draeger
Book—Elaine Edwards
Business-Financial—Girard Clark
Cartoonist—Don Moore
Church—Elaine Edwards
Editorial Writer—Lee Hancock
Education—George Sovitzky
Farm—George Sovitzky
Fashion—Pat Keating
Food—Pat Keating
Garden—Verna Gregory
Librarian—Erma Mattiazzi
Motion Picture-Theatrical—Pat Keating
Music—Elaine Edwards
Photo. Dept. Mgr.—LeRoy Anderson
Picture Editor—Girard Clark
Radio-Television—Pat Keating
Real Estate—Joe Jacoby
Travel—Elaine Edwards
Society—Elaine Edwards

La CROSSE (Wisc.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: mail order.
Special Editions: Year End (Jan.).
No Editions: Christmas; New Year; Memorial Day; July 4th.
Radio Station Affiliation: WKBH
TV Station Affiliation: WKBT
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—R. L. Bangsberg
Librarian—Joyce Schmidt
Photo. Dept. Mgr.—James Lienlokken
Picture Editor—James Lienlokken
Society—Susan McCabe

MADISON (Wisc.), WISCONSIN STATE JOURNAL (m) (S); CAPITAL TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor on Sun.
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold E. McClelland (m) (S)
Book—Helen Matheson (m) (S); August Derleth (e)
Columnists—Henry McCormich; Joseph Coughlin; Sanford Goltz (m) (S); William T. Evjue; Miles McMillin; Harry Golden; Lew Cornelius; Hank Casserly; Herb Jacobs; Aldric Revell (e)
Editorial Writers—Rex Karney (m) (S); Miles McMillin (e)
Education—Helen Matheson (m) (S)
Farm—Robert Bjorkland (m) (S); Herb Jacobs (e)
Fashion—Ellie Shefferman (m) (S); Mary B. Hopkins (e)
Food—Ellie Shefferman (m) (S); Mary B. Hopkins (e)
Garden—Mary B. Hopkins (e)
Motion Picture-Theatrical—William Doudna (m) (S); Sterling Sorensen (e)
Music—William Doudna (m) (S); Sterling Sorense (e)
Picture Editor—Sterling Sorensen (e)
Radio-Television—William Doudna (m) (S)
Real Estate—H. D. Sage (e)
Women's—Ellie Shefferman (m) (S); Mary B. Hopkins (e)

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WISCONSIN—Cont'd

(Continued from page 235)

MANITOWOC (Wisc.), HERALD-TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. F. Ohde
Church—Roy F. Valitchka
Editorial Writer—Roy F. Valitchka
Education—Roy F. Valitchka
Farm—Roy F. Valitchka
Fashion—Marjorie Miley
Food—Marjorie Miley
Garden—Roy F. Valitchka
Librarian—Lorraine Wattawa
Motion Picture-Theatrical—Geo. MacFarlane
Music—Roy F. Valitchka
Photo. Dept. Mgr.—Louis Fandrick
Picture Editor—Roy F. Valitchka
Society—Marjorie Miley

MARINETTE (Wis.), EAGLE-STAR (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Vending machine copy
Special Editions: Auto Tabloid (Feb.); Dollar Day (Feb. & Aug.); Spring Opening (Mar.); Builders Tabloid (Mar.); Dairy Festival (June & Oct.); County Fair Tabloid (July); Back-To-School Tabloid (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: New Year's; July 4; Labor Day; Christmas.

MARSHFIELD (Wisc.), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri., Sat.
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4; Labor Day; Christmas.
Television Station Affiliation: WSAU-TV

MERRILL (Wisc.), HERALD (e)
Split Run Advertising: Yes.
Special Editions: Home Show (Apr.); Back to School (Aug.); Early Christmas (Nov.).
No Editons: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe P. Chilsen
Columnist—Norm W. Heideman
Editorial Writer—Joe A. Chilsen
Picture Editor—James Frieberg

MILWAUKEE (Wisc.), THE MILWAUKEE JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Limited Mail Order & Medical.
Special Editions: Building Section (Mar.); TV Section (Sept.); Travel Section (Jan., June, Nov. & Dec.); Fashion Section (Apr., June, Sept.) Baseball Edition (Apr.); Auto Show Section (Feb.); Home Furnishings Section (Apr., Oct.).
No Editions: July 4th; Labor Day; Christmas Day; New Years.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Food Sections Thurs. & Sun.
Radio Station Affiliation: WTMJ
Television Station Affiliation: WTMJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ross Dick
Book—Leslie Cross
Business-Financial—Ross Dick
Cartoonist—Ross Lewis
Church—David Runge
Editorial Writers—Lindsay Hoben; J. G. Baker; Perry Hill; John Thompson; John Reddin; Paul Ringler
Education—John McLean
Farm—Lew French; Loren Osman
Fashion—Aileen Ryan
Food—Clarice Rowlands
Garden—Stuart Hoyt
Librarian—William Schiela, Sr.
Motion Picture-Theatrical—Don Dornbrook
Music—Walter Monfried; Richard S. Davis
Photo. Dept. Mgr.—Elmer Staab
Picture Editor—Robert Gilka
Radio-Television—Don Dornbrook
Real Estate—William Manly
Travel—Gordon Hecker
Society—Aileen Ryan

MILWAUKEE (Wisc.), MILWAUKEE SENTINEL (m) (S)
Run-of-Paper Color Advs.: full color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Certain medical.
Special Editions: Auto Show (Feb.); Women's Spring Fashions (Mar.); Home Show (Mar.); Men's Spring Fashions (Mar.); Sports Show (Mar. or Apr.); Baseball Opening (Apr.); Oil Heat (Apr.); Summer Vacation (June); Dairy (June); Outboard Marathon (June); State Fair (Aug.); Women's Fall Fashions (Sept.); Men's Fall Fashions (Sept.); Parade of Homes (Sept.); Restaurant (Oct.); Year End Review (Dec.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WISN
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Terwilliger
Aviation—Ed Halline
Book—Al Elewitz
Business-Financial—George Smedal
Cartoonist—Frank Marasco
Church—Paul Gustafson
Columnists—Ben Gleissner; Ray Grody; Charles House; H. E. Jamison; Lloyd Larson; W. A. Norris; Lew Morrison
Editorial Writers—Robert C. Bassett; George A. Tracy; William A. Norris
Education—Charles House
Farm—Everett Swingle
Fashion—Dorothy Parnell
Food—Dorothy Parnell
Garden—Everett Swingle
Librarian—Clem O'Rourke
Motion Picture-Theatrical—Buck Herzog
Music—Ed Halline
Photo. Dept. Mgr.—Leland Benfer
Picture Editor—William Jungbluth
Radio-Television—Buck Herzog
Real Estate—Arthur Goeldner
Travel—Charles Collins
Society—Dorothy Parnell

MONROE (Wisc.), TIMES (e)
Advs. Not Accepted: Matrimonial; vending machines.
Special Editions: Spring (Easter); Fall fashions (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Thurs.

NEENAH-MENASHA (Wisc.), TWIN CITY NEWS-RECORD (e)
No Editions: Memorial Day; Jan. 1; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edward C. Cochrane
Columnist—Edward C. Cochrane
Editorial Writer—Edward C. Cochrane
Fashion—Jane Heath Cochrane
Food—Jane Heath Cochrane
Travel—Edward C. Cochrane
Society—Jane Heath Cochrane

OSHKOSH (Wisc.), NORTHWESTERN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Matrimonial; Vending mach.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas Day.
Food and/or Household Dept.: Menus daily; recipes and food column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Address Editorial Correspondence to L. H. Torreyson.

RACINE (Wisc.), JOURNAL-TIMES (e); BULLETIN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Spring Fashions (Mar.); Home Show Edition (Mar.); Vacation Time (May); Back-to-School (Aug.); Fall Fashions (Sept.); Parade of Homes (Sept.); Home Fashion Time (Sept.); Men's & Boys' Fashions (Oct.); Christmas Opening (Nov.).
No Editions: December Day; Labor Day; Christmas; New Years; Thanksgiving; July 4th.
Radio Station Affiliation: WRJN-FM & AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John S. LePoidevin
Aviation—Frank Lovell
Cartoonist—Don Moore
Church—Estelle Nelson
Columnist—W. C. (Tex) Reynolds
Editorial Writers—J. D. McMurray; W. C. Reynolds; James O'Brien
Farm—Lulu Pinard
Fashion—Lucy Colbert
Food—Mary Spillane
Librarian—Esther Christensen
Photo. Dept. Mgr.—Lyle Salvo
Picture Editor—Verne Hoffman
Radio-Television—Charles Edwards
Society—Lucy Colbert

RHINELANDER (Wisc.), NEWS (e)
Special Editions: Home Show (Apr.); Spring (Apr.); Back to School (Aug.); Fall (Sept.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; July 4th; Christmas.
Food and/or Household Dept.: Daily food column; food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lisbeth Kretlow
Editorial Writer—Clifford G. Ferris
Society—Lisbeth Kretlow

SHAWANO (Wisc.), LEADER (e)
Special Editions: Cooking School (Feb.).
No Editions—Christmas; New Years; Memorial Day; Labor Day; July 4; Thanksgiving.
Radio Station Affiliation: WTCH.

SHEBOYGAN (Wisc.), PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Wed. & Thurs.
Special Editions: Building (Spring & Fall); Christmas (Nov.); Fashion (Spring).
No Editions| New Years; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept: Household pages Weds. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Marion Koch
Editorial Writer—Harry Maier
Farm—Gene Divine
Fashion—Marion Koch
Food—Marion Koch
Librarian—Kay Drenker
Motion Picture-Theatrical—Walter Pfister
Music—Frank Barnard
Photo. Dept. Mgr.—Harry Maier
Picture Editor—Harry Maier
Radio-Television—Charles Kelley
Society—Marion Koch

SUPERIOR (Wis.), TELEGRAM (e)
Run-of-Paper Color Advs.: 4 colors. Daily.
Split Run Advertising: Geographically.
Special Editions: Progress (Jan.); Tri-State Fair (Aug.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WEBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Golly
Book—Laurraine Gorreau
Business-Financial—Bill Golly
Church—Robert Hull
Editorial Writers—James Tills; Mrs. Lucile Horn; Jerry Jacobs
Education—Mrs. Sybil Weade
Farm—John Ward
Fashion—Sybil Weade
Food—Gus Carlson
Photo. Dept. Mgr.—John Rooney
Picture Editor—Bill Golly
Society—Sybil Weade

TWO RIVERS (Wisc.), REPORTER (e)
This newspaper being published in combination with Manitowoc, Wisconsin Herald-Times, the data supplied by Manitowoc Herald-Times will cover this newspaper as well. All advertising and features are carried throughout the combined editions.

WAUKESHA (Wisc.), FREEMAN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Williams
Columnists—Tom Rickert; Gene Bernhardt
Editorial Writer—G. H. Koenig
Food—Caroline Miller
Librarian—Gail Kurtz
Photo. Dept. Mgr.—Robert Peterson
Real Estate—Tom Rickert
Society—Vivian Williams

WAUSAU (Wisc.), RECORD-HERALD (e)
Run-of-Paper Color Advs: 1 color.
Split Run Advertising: Geographically.
Special Editions: Home & Building (Apr.); Fashions (Spring & Fall); County Fair (Aug.).
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept: Daily food column. Food section every Thursday.
Radio Station Affiliation: WSAU-AM.
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest R. Boileau
Editorial Writer—Philip J. Saunders
Education—Elsie M. McCullough
Farm—John Gumtz
Fashion—Mona Walworth
Food—Mona Walworth
Garden—Mona Walworth
Motion Picture-Theatrical—Mona Walworth
Music—Elsie M. McCullough
Photo. Dept. Mgr.—Edgar Timm
Picture Editor—W. J. Freund
Radio-Television—W. J. Freund
Travel—Ernest R. Boileau
Society—Mona Walworth

WISCONSIN RAPIDS (Wisc.), TRIBUNE (e)
Special Editions: Spring Opening (Mar.); Home & Food Show (Apr.); Fall Opening (Sept.); Cranbree Festival (Sept.); Christmas Opening (Nov.); Year End Review & Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
Radio Station Affiliation—WFHR
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E. Otto
Church—Lorena Paap
Columnist—Wm. Beckmann
Editorial Writers—C. E. Otto; William Huffman, Jr.
Farm—Wm. F. Huffman Jr.
Librarian—Lorena Paap
Society—Jane Shea

WYOMING

CASPER (Wyo.), STAR (m. ex. Mon.)
Split Run Advertising: Every-other Paper.
Special Editions: Oil Progress (Oct.); Fall Fashion (Sept.); Auto Show (Jan. or Feb.).
Syndicated Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Friday Food Section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. Downie
Book—Jack Perry
Business-Financial—Frank Wadell
Church—Luanne Lasswell
Columnists—Jerry O'Callaghan; Lou Musser
Editorial Writer—Phil Wagner
Farm—Jerry O'Callaghan
Fashion—Pat Fleming
Food—Pat Fleming
Photo. Dept. Mgr.—Earl P. Hanway
Society—Pat Fleming

CASPER (Wyo.), TRIBUNE HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon; Tues; Wed.
Special Editions: Annual Wyoming (Feb.); Ram Sale (Sept.).
No Editions: Christmas.
Radio Station Affiliation: KVOC
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. P. Martin
Church—M. W. Downie
Editorial Writer—Frank Wadell
Farm—Walt Woolfson
Fashion—Frances Webb
Food—Frances Webb
Society—Frances Webb

CHEYENNE (Wyo.), WYOMING EAGLE (m); WYOMING STATE TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Out of town retail.
Special Editions: Wyoming Products (July); Automobile (Jan.); Cooking School (Feb.).
No Editions (e) (S): New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.; Food Thurs.
Radio Station Affiliation: KFBC
Television Station Affiliation: KFBC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren W. Hoefer (m) (S) (e)
Aviation—Don Allen (m) (e) (S)
Book—Robert S. McCraken (m) (e) (S)
Business-Financial—O. B. Koerfer (m) (e) (S)
Church—Vern Lechliter (m) (S); George Peverly (e)
Columnists—Tracey S. McCraken; Robert S. McCraken; Larry Birleffi; Susan Scott (m) (e) (S)
Editorial Writers—Roy MacPherson; George Johnston; G. Keith Osborn; William Symons
Education—Bernard Horton (m) (S); George Peverly (e)
Farm—R. L. Larson (m) (e) (S)
Fashion—Kathryn Gress (m) (e) (S)
Food—Loretta Cobry (m) (e) (S)
Garden—Robert S. McCraken (m) (e) (S)
Motion Picture-Theatrical—Robert S. McCraken (m) (e) (S)
Photo. Dept. Mgr.—Francis Brammar (m) (e) (S)
Picture Editor—Francis Brammar (m) (e) (S)
Radio-Television—Robert S. McCraken (m) (e) (S)
Real Estate—Bernard Horton (m) (e) (S)
Travel—O. B. Koerfer (m) (e) (S)
Society—Louise Love (m) (e) (S)

LARAMIE (Wyo.), DAILY BULLETIN (m); REPUBLICAN-BOOMERANG (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Vacation (June); Fashion (Mar.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Horace Campbell (m); James L. Spiker (e)
Education—Alice Stevens (e)
Fashion—Caroline Lewis (m); Doloros Dyer (e)
Picture Editor—Daniel Doherty (m); Jack Russell (e)
Society—Evelyn Lancaster (m) (e)

RAWLINS (Wyo.), TIMES (m. ex. Mon.)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Carbon County Products (Aug.).
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KRAL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Stout
Aviation—George Padgett
Book—George Padgett
Business-Financial—George Padgett
Church—George Padgett
Editorial Writer—George Padgett
Education—George Padgett
Farm—George Padgett
Fashion—Pearl Halinquist
Food—Pearl Halinquist
Society—Pearl Halinquist

ROCK SPRINGS (Wyo.), ROCKET (m. ex. M.) MINER (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Mon.
Split Run Advertising: Every-other Paper
Special Editions: Industry & Agriculture (County Fair) (Aug.); Vacation Edition (May); Know Rock Springs Edition (Business & Industry) (Feb.)
No Editions: Dec. 26.
Food and/or Household Dept.: Food Fri.; Fixit page Sun.
Radio Station Affiliation: KVRS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. H. Johnson
Aviation—R. H. Johnson
Book—D. G. Richardson
Business-Financial—R. H. Johnson
Editorial Writers—D. G. Richardson; R. H. Johnson
Food—R. H. Johnson
Garden—R. H. Johnson
Picture Editor—James Eastman
Radio-Television—D. G. Richardson
Society—Martha Jensen

SHERIDAN (Wyo.), PRESS (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Farm & Ranch (Apr.); Back to School (Aug.).
No Editions: Memorial Day; Labor Day; Christmas; July 4th; Thanksgiving; New Years.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Johnson
Aviation—Dick Redburn
Business-Financial—R. R. Johnson
Church—R. R. Johnson
Columnists—Carl A. Rott; George Grunkemeyer; F. H. Sinclair
Editorial Writer—Carl A. Rott
Education—Gertrude Spomer
Farm—R. R. Johnson
Fashion—Mrs. Ruth Thomas
Food—Mrs. Ruth Thomas
Garden—R. R. Johnson
Music—Gertrude Spomer
Picture Editor—R. R. Johnson
Travel—Dick Redburn
Society—Mrs. Ruth Thomas

WORLAND (Wyo.), NORTHERN WYOMING DAILY NEWS (m)
Special Editions: Big Horn Basin (Aug.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer R. Downing
Aviation—Elmer R. Downing
Book—Hugh K. Knoefel
Business-Financial—Hugh K. Knoefel
Church—William Hoyt
Columnist—Helen Shoemaker Turner
Editorial Writer—Hugh K. Knoefel
Education—Hugh K. Knoefel
Farm—Elmer R. Downing
Fashion—Nona Nimnicht
Food—Hugh K. Knoefel
Garden—Hugh K. Knoefel
Librarian—William Hoyt
Motion Picture-Theatrical—James Ivey
Music—James Ivey
Photo. Dept. Mgr.—William Hoyt
Picture Editor—William Hoyt
Radio-Television—William Hoyt
Real Estate—Elmer R. Downing
Travel—Hugh K. Knoefel
Society—Nona Nimnicht

CANADA

ALBERTA

CALGARY (Alta.), ALBERTAN (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Stampede (July).
No Editions: Christmas; New Years; Good Friday; Dominion Day; Victoria Day; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Weekend.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Arthur Raymond
Business-Financial—G. M. Bell
Cartoonist—D. Henneman
Church—Dr. F. Morley
Columnists—F. Moore; S. McPherson

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALGARY ALBERTAN—Cont'd

Editorial Writer—Cleo Mower
Fashion—Miss E. Reid
Photo. Dept. Mgr.—J. DeLorme
Society—Miss E. Reid

CALGARY (Alta.), HERALD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo Edition (July).
No Editions: New Years; Good Friday; May 24; July 1; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: C F A C.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Bill Drever
Book—Basil Dean
Business-Financial—H. D. Surplis
Church—Harvey W. Johnston
Columnists—Basil Dean; R. Sanburn
Editorial Writers—Basil Dean; R. Sanburn; A. W. Snaddon
Education—Shirley McNeill
Farm—Fred Kennedy
Fashion—Linda Curtis
Food—Linda Curtis
Garden—Tom Pearson
Librarian—Dorothy Riley
Radio-Television—Sally Sinclair
Real Estate—H. D. Surplis
Society—Linda Curtis

EDMONTON (Alta.), JOURNAL (e)
Advs. Not Accepted: Liquor (institutional only); vending machines; mail order merchandise.
No Editions: New Years; Christmas; Good Friday; May 24; Dominion Day; Labor Day; Thanksgiving; Civic Holiday.
Radio Station Affiliation: CJCA.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Ian C. MacDonald
Book—Ian C. MacDonald
Business-Financial—A. W. McIntyre
Cartoonist—A. E. Nightingale
Church—A. W. McIntyre
Editorial Writers—S. J. Shaw; Ian C. MacDonald; A. W. Rowe
Education—I. C. MacDonald
Farm—A. W. McIntyre
Fashion—Mrs. R. Bowen
Food—Mrs. S. Mason
Librarian—Miss Mary Conway
Motion Picture-Theatrical—J. Brander Parsons
Music—J. Brander Parsons
Picture Editor—D. L. MacDougall
Radio-Television—Don Rust
Real Estate—T. A. Mansell
Society—Mrs. R. Bowen

LETHBRIDGE (Alta.), HERALD (e)
Special Editions: Building Edition (Apr.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. J. E. Huckvale
Columnists—H. P. Buchanan
Editorial Writers—H. G. Long; H. P. Buchanan
Farm—C. P. Morin
Librarian—Mrs. Joan Waterfield
Photo. Dept. Mgr.—Orval Brunelle

MEDICINE HAT (Alta.), NEWS (e)
Advs. Not Accepted: Mail order; liquor.
Special Editions: Christmas (Dec.); Spring Shopping (May); Fall Shopping (Oct.).
No Editions: New Years; Good Friday; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Helen Anderson
Food—Helen Anderson
Garden—Helen Anderson
Librarian—Helen Anderson
Society—Helen Anderson
Address other editorial correspondence to William Hogle.

BRITISH COLUMBIA

NELSON (B. C.), NEWS (m)
Run-of-Paper Color Advs.: 1 color. Tues.; Thurs.; Fri.
Special Editions: Pictorial-Industrial (Jan.); Christmas Greetings (Dec.).
No Editions: Dec. 26; New Years; Good Friday; Labor Day; Thanksgiving; Empire Day; Dominion Day; July 1; Remembrance Day.
Radio Station Affiliation: CKLN.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. Holmes
Business-Financial—A. W. Gibbon
Columnist—Len Walker
Editorial Writer—H. R. Proctor
Fashion—F. Pickering
Food—F. Pickering
Garden—F. Pickering
Librarian—P. Niven
Picture Editor—A. W. Gibbon
Society—Leslie Holmes

PRINCE RUPERT (B. C.), NEWS (e)
Special Editions: Christmas (Dec.); Easter (Spring).
No Editions: New Years Day; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John F. Magor
Society—Grace Brown

TRAIL (B. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Garden (Apr.); Industrial (June); Cook book (Sept.); Christmas (Dec.); Fashion (Spring & Fall).
No Editions: New Years; Good Friday; Dominion Day; Empire Day; Labor Day; Thanksgiving; Remembrance Day; Christmas; Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. H. Lunney
Editorial Writers—J. H. Lunney; Mervin Anderson
Garden—Mervin Anderson
Photo. Dept. Mgr.—Marie Marple
Society—Mrs. C. H. Jeffares

VANCOUVER (B.C.), NEWS-HERALD (m)
Run-of-Paper Color Advs.: 1 extra color. Daily. Week's notice and optional dates required.
Special Editions: Industrial Issue (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. M. Knull
Business-Financial—H. Armstrong
Church—Mrs. M. Auld
Columnists—J. Ray; Mrs. McConnell Murray
Editorial Writers—K. Drury; C. McDevitt
Fashion—Miss J. Caple
Food—Mrs. S. Godfrey
Librarian—Mrs. M. Knull
Motion Picture-Theatrical—L. Dagg
Music—Mrs. A. McGeer
Photo. Dept. Mgr.—J. McGinnis
Radio-Television—J. Ray
Society—Miss J. Caple

VANCOUVER (B. C.), PROVINCE (e)
Print Run-of-Paper Color Advs.: 1 color; Daily. On application.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Food Supplement (Apr.); Fashion Supplement (Apr. & Sept.); Industrial Review (Apr.).
No Editions: Thanksgiving; Armistice Day; Christmas; New Years; Boxing Day; Good Friday; Empire Day; Dominion Day; Labor Day
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lorne Parton
Aviation—James Fairley
Book—Mrs. D. O. Irving
Business-Financial—Robinson Moore
Cartoonist—Al Beaton
Church—Mrs. Betty Keefe
Columnists—Eric Nicol; Jean Howarth; Wilfred Bennett; Wm. Dunford; Norman Hacking; Bill Ryan; Ken McIvor; Les Wedman
Editorial Writers—H. H. C. Anderson; Alan Jessup; D. A. McGregor; Ken McIvor; Wilf Bennett
Education—Mrs. Aileen Campbell
Farm—Ed. Meade
Fashion—Winifred Mather
Food—Winnie McLear
Garden—Dr. John Hanley
Librarian—Fred Goodchild
Motion Picture-Theatrical—Les Wedman
Music—Les Wedman; Dr. Ida Halpern
Photo. Dept. Mgr.—Charles Jones
Picture Editor—Douglas Heal
Radio-Television—Les Wedman
Real Estate—Robinson Moore
Travel—M. J. Moore
Society—Miss Patricia Wallace

VANCOUVER (B.C.), SUN (e)
Run-of-Paper Color Advs.: 2 colors. Mon., Tues., Thurs.
Special Editions: Industrial (May); Fashion (Spring and Fall); Homemakers (May).
No Editions: New Year; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance; Christmas; Boxing Day.
Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Edith Adams Cottage.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Flora McKissock
Business-Financial—W. I. Fletcher
Cartoonist—Len Norris
Church—Ivers Kelly
Columnists—Evelyn Caldwell; Mamie Moloney; E. Philpott; J. Scott; H. Weir; R. Beddoes; L. Straight; B. Mather; J. Wasserman
Editorial Writers—C. MacKay; R. Daly; P. Terry; J. Dyer
Farm—W. Rose
Fashion—Marie Moreau
Food—Myrtle Gregory
Garden—T. Barber
Librarian—J. S. Williamson

VICTORIA (B. C.), COLONIST (m ex. Mon) (S); TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Spring Fashions (Mar. or Apr.); Fall Fashions (Sept.); Christmas Shopping (Dec.).
No Editions: All Canadian statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Fox (e)
Aviation—A. L. Fox (e)
Book—R. A. Aurney (m) (S); F. J. Merriman (e)
Business-Financial—Harry Young (m) (S); D. Stock (e)
Cartoonist—Stan Davison (e)
Church—Lance Whittacker (e)
Columnists—Tom Taylor (m) (S); G. E. Mortimore (m) (S); Monte Roberts (e); Arthur Stott (e)
Editorial Writers—H. S. Graves (m) (S); Tom Taylor (m) (S); Roy Murdock (m) (S); Arthur Stott (e); Brian Tobin (e); Bruce Hutchinson (e); Stuart Keate (e).
Education—David Stock (e)
Farm—Humphry Davy (e)
Fashion—Mrs. D. Wrotnowski (m) (S); Elizabeth Forbes (e)
Food—E. Forbes (e)
Garden—Jack Beastall (e); M. V. Chestnut (m)
Librarian—Marguerite Laughlin
Motion Picture-Theatrical—Phil Lee (m) (e)
Music—Audrey St. D. Johnson (e); Roy Baines (m)
Photo. Dept. Mgr.—B. Kinsman (m) (S); Irving Strickland (e)
Picture Editor—Lloyd Baker (e); W. T. Valt (m)
Radio-Television—W. Parker (e); Ray Parrott (m)
Real Estate—D. Stock (e); Harry Young (m)
Travel—F. J. Merriman (m)
Society—Elizabeth Forbes (e); Mrs. Dorothy Wrotnowski (m)

MANITOBA

BRANDON (Man.), SUN (e)
Advs. Not Accepted: Liquor.
Special Editions: Exhibition & Trade Fair (June); Fashion (Apr.); Christmas (Dec.).
No Editions: New Years; Good Friday; Empire Day; Dominion Day; Civil Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—F. J. Cleverley
Society—E. Donnelly

PORTAGE LA PRAIRIE (Man.), GRAPHIC (e)
Run-of-Paper Color Advs.: 2 colors.
Special Editions: Summer Fair (July); Pre Christmas (Nov.); Christmas (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Y. Tashiro

WINNIPEG (Man.), FREE PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Speculative stocks.
No Editions: Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Roberton
Business-Financial—Kells Holmes
Cartoonist—Peter Kuch
Church—William Ingersoll
Editorial Writers: Tom Kent; Maurice Western; Peter McLintock; Art Fletcher; George Roberton
Farm—P. O'Dwyer
Fashion—Pearl L'Ami
Food—Norah Cherry
Garden—Walter Hand
Librarian—Ruth Buggey
Motion Picture-Theatrical—Frank Morriss
Music—Sheila McIlwraith
Photo. Dept. Mgr.—Jack Ablett
Picture Editor—Orton Grain
Radio-Television—Annette Rosenbaum
Society—Pearl L'Ami

WINNIPEG (Man.), TRIBUNE (e)
Run-of-Paper Color Advs.: Monday thru Saturday; 1 additional color back and inside pages of each section.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gwen Amos
Business-Financial—H. J. Hansell
Cartoonist—Lew Saw
Church—Edgar Whitehouse
Columnists—Victor V. Murray; Graham N. Smith
Editorial Writers—G. Carlyle Allison; Randolph Patton; Thomas Green
Farm—Harry Halliwell
Fashion—Myrtle Patton
Food—Sheila Craig
Garden—M. V. Chesnut; F.R.H.S.
Librarian—Elizabeth Hall
Motion Picture-Theatrical—Ann Henry
Music—Roy Maley
Photo. Dept. Mgr.—Gordon Aikman
Picture Editor—Percy Rowe
Radio-Television—Ann Markusson
Real Estate—H. J. Hansell
Society—Myrtle Patton

NEW BRUNSWICK

FREDERICTON (N. B.), GLEANER (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Community Summer Sale (July); School Opening (Late Aug.); Exhibition (Aug. & Sept.).
No Editions: Christmas; New Years; Good Friday; Victoria Day; Queen's Birthday; Dominion Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John W. Sancton
Columnist—Joan Capreol
Editorial Writer—John W. Sancton
Librarian—Charles Rowan
Music—Donald Wickett
Photo. Dept. Mgr.—Merle Toole
Society—Joan Capreol

MONCTON (N. B.), L'EVANGELINE (e)
No Editions: New Years; Epiphany; Good Friday; Victoria Day; Queen's Birth; Dominion Day; Labor Day; Thanksgiving; All Saints; Remembrance; Immaculate-Conception; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emery LeBlanc
Business-Financial—Emery LeBlanc
Columnist—Gaston Pepin
Editorial Writers—Emery LeBlanc; Euclide Daigle; Jean Hubert.
Education—Euclide Daigle
Farm—Alphonse Arsenault
Fashion—Euclide Daigle
Food—Euclide Daigle
Garden—Alphonse Arsenault
Librarian—Euclide Daigle
Motion Picture-Theatrical—Euclide Daigle
Society—Euclide Daigle

MONCTON (N. B.), TIMES (m); TRANSCRIPT (e)
Special Editions: Early Bird (Apr.); Vacation (July); Back To School (Aug.); Christmas Shopping (Nov.).
No Editions: New Years; July 1; Dec. 25.
Syndicated Magazine Section Carried: Weekend Picture Mag.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. Grainger (m) (e)
Business-Financial—E. Larracey (m)
Church—Jean Cook (m) (e)
Columnists—Dave McKay (m); Fraser Robb (e); Ott Hicks (e)
Editorial Writers—David Grieg (m) (e); Clair Ganong (m)
Fashion—Jean Cook (m) (e)
Food—Jean Cook (m) (e)
Librarian—J. MacDonald (m); Bob Murphy (e)
Motion Picture-Theatrical—J. Granger (m) (e)
Photo. Dept. Mgr.—Bob Dutru (m) (e)
Picture Editors—A. MacDonald (m); A. J. Hicks (e)
Travel—J. Grainger (m) (e)
Society—Jean Cook (m) (e)

SAINT JOHN (N. B.), TELEGRAPH-JOURNAL (m); TIMES-GLOBE (e)
No Editions: Times-Globe-New Years; Good Friday; Victoria Day; Queens Birthday; Dominion Day; Labor Day; Thanksgiving; Remembrance; Christmas (Telegraph-Journal and Times-Globe).
Syndicated Magazine Section Carried: Weekend.
Radio Station Affiliation: CHSJ AM.
Television Station Affiliation: CHSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—S. D. Trueman; H. G. Christie; J. G. Bruce
Librarian—Mrs. C. W. Fewings
Radio-Television—Mrs. C. W. Fewings
Society—Mrs. C. W. Fewings

NEWFOUNDLAND

CORNER BROOK (Nfld.), WESTERN STAR (e ex. Fri. & Sat.)
Special Editions: Arbor Day (May); Christmas (Dec.).
No Editions: Christmas Day; Box Day; Good Friday; July 1; Labor Day.
Food and/or Household Dept.: Daily food page.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—E. Finn
Editorial Writers—E. Finn; W. McKay
Address editorial correspondence to E. Finn.

ST. JOHN'S (Nfld.), HERALD (S)
Split Run Advertising: Yes.
Special Editions: Christmas (Dec.); Easter (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CJON.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Parsons
Book—Geo. Stirling
Business-Financial—F. Ruggles
Cartoonist—D. Duggan
Church—C. Potts
Columnists—Don Jamieson; Dren Walsh; Mrs. MacKay; Toe Byrne
Editorial Writer—D. Jamieson
Education—D. Jamieson
Farm—Jack White
Fashion—M. MacKay
Food—J. Davis
Garden—T. Morrow
Librarian—A. Davis
Music—D. Lewis
Photo. Dept. Mgr.—D. Morris
Picture Editor—A. Harnett
Radio-Television—A. Harnett
Real Estate—S. Condon
Travel—G. Stirling
Society—Mrs. M. MacKay

ST. JOHNS (Nfld.), NEWS (m)
Special Editions: Year End (Dec.).
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Currie
Aviation—L. C. Currie
Book—L. C. Currie
Business-Financial—L. C. Currie
Church—L. C. Currie
Editorial Writers—A. B. Perlin

ST. JOHN'S (Nfld.), TELEGRAM (e)
Special Editions: Spring Fashions (Apr.); Fishing (May); Back To School (Aug.); Hunting (Sept.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend picture magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. A. Seymour
Cartoonist—W. Woodley
Columnists—Harold Horwood; E. Bonnell
Editorial Writers—C. E. A. Jeffery; E. A. Seymour
Society—Miss Sylvia Wigh

NOVA SCOTIA

HALIFAX (N. S.), CHRONICLE HERALD (m); MAIL STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Newfoundland (June); Dartmouth Natal Day (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—R. W. Chambers
Church—Elizabeth Robertson
Editorial Writers—E. E. Kelley; F. W. Doyle
Librarian—Miss E. Strachan
Society—Frances Harris

NEW GLASGOW (N. S.), NEWS (e)
No Editions: New Years; Good Friday; Queens Birthday; Labor Day; Thanksgiving; Nov. 11; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Bert Robinson
Editorial Writers—J. R. H. Sutherland; P. M. MacKenzie; Rickey Fraser
Fashion—P. M. MacKenzie
Food—P. M. MacKenzie
Picture Editor—J. R. H. Sutherland
Society—P. M. MacKenzie

SYDNEY (N. S.), POST-RECORD (e)
Run-of-Paper Color Advs.: any one color. In 24 page paper or less.
Special Editions: Christmas (Dec.); New Years (Jan.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ian McNeil
Business-Financial—Tom Guy
Columnists—Don MacKenzie; Aubrey Keizer
Editorial Writers—Roy D. Duchemin; F. H. Stevens
Education—Don MacKenzie
Fashion—Helen Vail
Food—Ed. Payn
Photo. Dept. Mgr.—Harold Shetler
Society—Helen Vail

(Continued on page 238)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ONTARIO

BELLEVILLE (Ont.), ONTARIO-INTELLIGENCER (e)
Special Editions: Shopping Editions (May Oct.); Style Editions (Mar. Sept.)
No Editions: Public Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Dick Payne; Boyd Upper; G. A. Morton
Society—Adella Henderson

BRANTFORD (Ont.), EXPOSITOR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday in Aug.; Dominion Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. F. Sanders; C. Hulme
Farm—R. H. Hope
Librarian—H. McSavage
Music—C. Hulme
Photo. Dept. Mgr.—P. M. Preston
Picture Editor—G. Ronald
Society—O. Daum

CHATHAM (Ont.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Split Run Advertising: Can replate half way through edition.
Special Editions: Progress Edition; Building Edition; Farm Edition; Fashion Edition; Cook Book; Brides' Edition; Vacation Edition; Baby Edition; Fair Edition; Christmas Color Book; Christmas Edition.
No Editions: New Years; Good Friday; May 24th; 1st Monday in August, Civic Holiday; 1st Monday in September, Labor Day; July 1st; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ted Aiken
Business-Financial—Harry Watson
Cartoonist—Jack Booth
Church—Joseph Emmott
Columnist—Victor Lauriston
Editorial Writers—Joseph Emmott; Victor Lauriston; Ted Aiken
Education—Victor Lauriston
Farm—Ted Clifford
Fashion—Mary McCoiq
Food—Mary McCoiq
Motion Picture-Theatrical—Joseph Emmott
Music—Ralph Hicklin
Photo. Dept. Mgr.—Fred Bowers
Picture Editor—Ted Aiken
Radio-Television—Gordon MacGugor
Society—Mary McCoiq

CORNWALL (Ont.), STANDARD-FREEHOLDER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Wed. & Thurs.
Special Editions: Business and Industrial (Feb.); Fashion (June).
No Editions: Christmas; New Years; Good Friday; May 24; July 1; 1st Mon. Aug. & Sept.; Thanksgiving.
Radio Station Affiliation: CKSF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. E. Gratton
Book—J. B. McKay
Cartoonist—Bob Eadie
Columnist—Lillian Allison; J. B. McKay
Editorial Writers—J. B. McKay; A. E. Gratton; Alex Mullin
Farm—Alex Mullin
Fashion—B. C. Young
Food—B. C. Young
Garden—Alex Mullin
Librarian—Beth Whittaker
Photo. Dept. Mgr.—Marcel Quenneville
Picture Editor—A. E. Gratton
Society—B. C. Young

AMONG CANADA'S "A" MARKETS, LONDON RANKS 7TH!

ONLY THE LONDON FREE PRESS COVERS CANADA'S SEVENTH MARKET

Now over 90,000 daily average circulation

Morning-Evening Combination

The London Free Press is still Canada's No. 1 Test Medium

FORT WILLIAM (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Eight statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. H. Goodman
Photo. Dept. Mgr.—J. A. Smith
Society—Miss V. Walker

GALT (Ont.), REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Wed., Sat.; back page & inside back page. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Feb.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—N. Knechtel
Cartoonist—J. Boothe
Church—L. Johannes
Columnist—E. Werstine
Farm—D. Williamson
Fashion—R. Crossey
Food—R. Crossey
Garden—A. F. Herbert
Photo. Dept. Mgr.—A. F. Herbert
Picture Editor—A. F. Herbert
Radio-Television—A. F. Herbert
Society—Rae Crossey

GUELPH (Ont.), MERCURY (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Jan.); Farm Edition (Mar.); Better Homes Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe Collins
Cartoonist—Jack Boothe
Church—Russ Stuart
Columnists—Patrick Nicholson; Don O'Hearn; Findlay Weaver; Verne McIlwraith
Editorial Writers—Joseph Collins; Russ Stuart
Farm—Tom McCarthy
Fashion—Gwen Davidson
Food—Gwen Davidson
Garden—Tom McCarthy
Motion Picture-Theatrical—Ernie Spear
Music—Gwen Davidson
Photo. Dept. Mgr.—Ernie Spear
Picture Editor—Gene O'Keefe
Radio-Television—Gene O'Keefe
Society—Gwen Davidson

HAMILTON (Ont.), SPECTATOR (e)
Run of Paper Color Advs.: 1 color. Daily ex Thurs. Fri.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Out-of-town competitive retail; drug advt. claiming cures
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Magazine Section Carried: Weekend.
Food and/or Household Dept.: Daily food column.
Radio Station Affiliation: CJSH-FM.
Television Station Affiliation: CHCH-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. J. Keen
Aviation—Peter Inglis
Book—John Parkin
Business-Financial—M. L. Smith
Cartoonist—Harry Lane
Columnists—Rev. A. C. Forrest; J. Barrie; John Robinson; Bruce Murdoch
Editorial Writers—Peter Inglis; John Parkin
Education—Ken Smith
Farm—Frank Sercombe
Fashion—Miss O. M. Carrick
Food—Miss O. M. Carrick
Garden—Frank Sercombe
Librarian—Cecil Williams
Motion Picture-Theatrical—John Robinson
Music—N. C. Clarke
Photo. Dept. Mgr.—Harold Ballantine
Picture Editor—H. C. Acton
Radio-Television—Mrs. E. Cooper
Real Estate—F. J. Keen
Travel—John Parkin
Society—Miss O. M. Carrick

KINGSTON (Ont.), WHIG-STANDARD (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Automotive (Spring); Home Building (Spring); Vacation (June).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Yes. "Weekend Picture Magazine."
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: CKWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert D. Owen
Cartoonist—Joe Paul
Church—E. Poitras
Columnist—M. J. Rodden
Editorial Writers—Arnold Edinborough; W. M. Ashton

KIRKLAND LAKE (Ont.), NORTHERN NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily except Thurs. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress and Mining Edition (Jan.); Progress Edition (Mar.); Auto Edition (Apr.); Vacation Edition (May); Baseball Edition (May); Farm Edition (May); Rouyn-Noranda Progress Issue (July); Cook Book (Oct.); Hockey Edition (Nov.).
Syndicated Magazine Section Carried: Weekend Picture Magazine.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Margaret Alderson
Aviation—Margaret Alderson
Book—Margaret Alderson
Business-Financial—Margaret Alderson
Church—Miss P. Forster
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writer—Margaret Alderson
Education—Margaret Alderson
Farm—C. Gould
Fashion—Mrs. E. Roy
Food—Mrs. E. Roy
Garden—Margaret Alderson
Librarian—Margaret Alderson
Motion Picture-Theatrical—Margaret Alderson
Music—Giles Wordsworth
Photo. Dept. Mgr.—Fred Brummer
Picture Editor—Fred Brummer
Radio-Television—Margaret Alderson
Real Estate—Margaret Alderson
Travel—Margaret Alderson
Society—Mrs. E. Roy

KITCHENER (Ont.), RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Farm and Seed (Mar.); Furniture (Sept.); Cook Book (Oct.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. J. Coulter
Business-Financial—A. H. Lowe
Columnists—Frances Denney; John T. Schmidt; Len Taylor; Lloyd Johnston; Kathryn Hansuld
Editorial Writers—H. J. Heim; A. H. Lowe; E. F. Donohoe.
Farm—John T. Schmidt
Librarian—Elaine Slugaske
Music—W. J. Pitcher
Photo. Dept. Mgr.—Harry Huehnergard
Picture Editor—C. B. Schmidt
Radio-Television—Elaine Slugaske
Society—Frances Denney

LONDON (Ont.), FREE PRESS (m) (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Split Run Advertising: Geographically. Every other Paper.
Special Editions: Centennial Ed. (1st 6 months, 1955); Year End (Jan.); Home & Garden Show (Mar.); Spring Fashions (Mar.); Seed Fair (Mar.); Greater London (Mar. Apr.); Babies (Apr.); Homes & Gardens (May); Women's Clubs (June); Western Fair (Sept.); Cook Book (Oct.); Know Your Jeweller (Nov.).
No Editions: Christmas; Dominion Day.
Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation; CFPL, CFPL-FM.
Television Station Affiliation: CFPL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Burns
Aviation—Ivor Williams
Book—John Elliott
Business-Financial—Emerson Creed
Cartoonist—Merle Tingley
Church—James Burns
Columnists—Beatrice Taylor; James Burns; Ralph Soden; Richard Newman
Editorial Writers—John Elliott; James Dunn; Arthur R. Ford; Beatrice Taylor; J. Burke Martin
Education—Wm. Robinson
Farm—Emerson Creed; Roy Jewell
Fashion—Marion Roe
Food—Marion Roe
Garden—Emerson Creed
Librarian—Marjorie MacDonald
Motion Picture-Theatrical—Beatrice Taylor; Richard Newman; J. Burke Martin
Music—Lenore Crawford
Photo. Dept. Mgr.—Robert Turnbull
Picture Editor—Gerald Newton; John Gore
Radio-Television—James Burns
Real Estate—Wm. Robinson
Travel—James Burns
Society—Marion Roe

NIAGARA FALLS (Ont.), REVIEW (e)
Special Editions: Home (May); School (Sept.).
No Editions: New Years; Good Friday; Thanksgiving; Christmas; July 1st; May 24; Labor Day; Civic Holiday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. M. Stokes; W. B. Leslie
Editorial Writers—J. M. Cowan; C. M. Jacklin
Farm—F. H. Leslie
Fashion—Ruby Lindsay
Food—Ruby Lindsay
Garden—F. H. Leslie
Librarian—T. Fredo
Music—R. Lindsay
Photo. Dept. Mgr.—L. Williams
Picture Editor—J. M. Cowan
Radio-Television—T. Fredo
Society—Ruby Lindsay

NORTH BAY (Ont.), NUGGET (e)
Advs. Not Accepted: Mail order not inserted by recognized agency.
Special Editions: Fashion (Mar.); Auto, Building (Apr.); Vacation (June); Christmas (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Len Parker
Aviation—Ben Ward
Book—Ben Ward
Business-Financial—C. M. Fellman
Cartoonist—James Thompson
Columnists—Britt Jessup; Rollie Ethier; Mrs. Lorraine McGowan; Len Parker; Ben Ward.
Editorial Writer—C. M. Fellman
Farm—Ivor Bowen
Fashion—Lorraine McGowan
Librarian—Len Parker
Motion Picture-Theatrical—Edna Blakely
Photo. Dept. Mgr.—John McNeill
Picture Editor—C. M. Fellman
Radio-Television—Edna Blakely
Travel—Len Parker; Don Buckley
Society—Lorraine McGowan

ORILLIA (Ont.), PACKET & TIMES (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Special Editions: Cook Book (Feb.); Vacation (June);
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ken Woodhouse
Columnist—J. C. Peters
Editorial Writer—A. F. Tissinton
Society—Mrs. J. Hodge

OTTAWA (Ont.), CITIZEN (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: Jan. 1; Good Friday; May 24; July 1; Aug. 1; Sept. 5; Oct. 10; Dec. 26.
Food and/or Household Dept.: Daily food & household page; Building Pages every Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Winston Mills
Aviation—Donald C. Brown
Book—Richard Statham
Business-Financial—Fred Johnstone
Cartoonist—Gordon Johnston
Church—Ruth Lever
Columnist—Austin Cross
Editorial Writers—Charles Woodsworth; Benjamin Malkin; Ronald Grantham; Hugh Boyd.
Education—Phyllis Wilson
Farm—William Gladish
Fashion—Mollie DeProse
Food—Mrs. C. Collins
Garden—Richard Statham
Librarian—Claude Hammerston
Motion Picture-Theatrical—Gordon Stoneham
Music—Lauretta Thistle
Photo. Dept. Mgr.—William Newton
Picture Editor—Edward Marsh
Radio-Television—Claude Hammerston
Real Estate—Charles Bruyere
Travel—L. W. Gates
Society—Mollie DeProse

OTTAWA (Ont.), LE DROIT (e)
Special Editions: Champlain Tourist Guide (May); St. John the Baptist Day (June); Christmas (Dec.).
Print Own Magazine: Yes.
Radio Station Affiliation: CKCH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. Legare
Aviation—B. Legare
Book—J. M. Poliquin
Business-Financial—P. Grenier
Church—P. Tabarly
Columnists—C. Daoust; B. Legare
Editorial Writers—C. L'Heureux; C. Brown; C. Desrosiers; V. Barrette
Education—P. Tabarly
Farm—N. Fontaine
Food—Denyse Couture
Garden—C. Brown
Librarian—Mrs. S. Vallant
Motion Picture-Theatrical—P. Rainville
Music—P. Rainville
Photo. Dept. Mgr.—B. Legare
Picture Editor—B. Legare
Radio-Television—P. Rainville
Real Estate—P. Grenier
Travel—B. Legare
Society—Denyse Couture

OTTAWA (Ont.), JOURNAL (e)
Special Editions: Vacation (June); Fashion (Mar.); Christmas (Nov.).
No Editions: Christmas; New Year's Day; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Burgess
Aviation—E. MacCabe
Book—V. M. Kipp
Business-Financial—Chas. I. Lynch
Columnists—W. G. Westwick; Wm. McLaughlin; Eva M. Buck
Editorial Writers—M. Grattan O'Leary; V. M. Kipp; I. Norman Smith; James McCook; Bryan L. White
Education—R. U. Mahaffy
Farm—Bryan L. White
Fashion—Jean Southworth
Food—Eva M. Buck
Garden—Ken Parks
Librarian—Irene Sadler
Motion Picture-Theatrical—W. McLaughlin
Music—Blyth Young
Photo. Dept. Mgr.—J. Frank Williams
Picture Editor—George Paterson
Radio-Television—Robert Burgess
Real Estate—Chas. I. Lynch
Travel—Ken Parks
Society—Jean Southworth

OWEN SOUND (Ont.), SUN-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Industrial (Jan.); Cook Book (Feb.); Agricultural (Apr.); Vacation (May or June); Agriculture Federation (Oct.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OWEN SOUND SUN-TIMES—Cont'd

Food and/or Household Dept.: Food Thursdays.
Radio Station Affiliation: CFOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Howard Fleming
Editorial Writers—T. A. Davidson; W. R. Dane; Jay Powley
Farm—T. A. Davidson
Fashion—Mrs. S. H. Pearce
Food—Mrs. S. H. Pearce
Garden—T. A. Davidson
Librarian—June Davis
Music—Mrs. S. H. Pearce
Picture Editor—T. A. Davidson
Real Estate—W. R. Dane
Society—Mrs. S. H. Pearce

PETERBOROUGH (Ont.), EXAMINER (e)
Special Editions: Fashion (Spring & Fall).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CHEX.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robertson Davies; Tom Allen
Farm—Harry Theobald
Photo. Dept. Mgr.—"Nick" Nichols

PORT ARTHUR (Ont.), NEWS-CHRONICLE (e)
Split Run Advertising: Geographically.
Special Editions: Cook Book (Feb.); Progress Ed. (March); Building (April); Vacation (May); Bride (June); Christmas & Year Review (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Week-end Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—O. F. Young
Editorial Writers—O. F. Young
Photo. Dept. Mgr.—W. Snergrove
Society—Mrs. C. Lloyd

PORT HOPE (Ont.), GUIDE (e)
Advs. Not Accepted: Some classified.
Special Editions: Christmas (2 Ed.) (Dec.); Building Supplement (Apr.).
No Editions: New Years; Good Friday; May 24; July 1st; Aug. 1st; Sept. 1st; Thanksgiving; Christmas; Dec. 26; Boxing Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Mrs. R. C. Wilson.

ST. CATHARINES (Ont.), STANDARD (e)
Advs. Not Accepted: Beer; mail order.
Special Editions: Women's Fashion (Mar.); Men's Fashion (Mar.); Baby Edition (Apr.); Television Edition (Oct.); Christmas Edition (Nov.).
No Editions: New Years; Good Friday; Victoria Day; July 1st; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—J. R. Ednie
Columnist—H. L. Walsh
Editorial Writer—F. H. Whitelock
Farm—W. S. VanEvery
Fashion—E. Marjorie MacKay
Food—E. Marjorie MacKay
Music—D. J. Williams
Society—E. Marjorie MacKay

ST. THOMAS (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. As ordered.
Special Editions: Homes & Gardening (Apr.); Cook Book Edition (Oct.).
No Editions: Christmas; New Years; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Victoria Day; Good Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Tom Keith
Business-Financial—Tom Keith
Church—Stewart Lavell
Editorial Writers—Tom Keith; Herbert Ramsay
Farm—L. B. Birdsall
Fashion—Gladys Elliott
Food—Gladys Elliott
Garden—L. B. Birdsall
Librarian—Teresa Cluskey
Photo. Dept. Mgr.—Hugh Agnew
Picture Editor—Tom Keith
Society—Gladys Elliott

SARNIA (Ont.), CANADIAN OBSERVER (e)
Run-of-Paper Color Advs.: 1 color. Mon. or Tues. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Advs. Not Accepted: Lotteries.
Special Editions: Farm Edition (Mar.); Vacation Guide (May); Cook Book (June).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lew Gloin
Business-Financial—H. G. MacLean
Church—Ross Blake
Columnists—H. G. MacLean; T. A. Jarvis; Marcella Brown; Fred Wheeler
Editorial Writers—T. A. Jarvis; H. G. MacLean
Fashion—Marcella Brown
Motion Picture-Theatrical—Marcella Brown
Music—Marcella Brown
Photo. Dept. Mgr.—Doug Henderson
Picture Editor—H. G. MacLean
Radio-Television—Ross Blake
Society—Marcella Brown

SAULT STE. MARIE (Ont.) STAR (e)
Special Editions: Christmas (Dec.); Cook Book (Apr.).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Keith Power
Columnists—R. L. Curran; K. J. Brown; John A. Curran; Bob Blair; Mrs. Glorya Nanne; Paul Le Butt
Editorial Writers—Robert L. Curran; Ken J. Brown; Paul LeButt
Librarian—Alice O'Connor
Photo. Dept. Mgr.—Malcolm McEwen
Picture Editor—K. J. Brown
Travel—Robert L. Curran
Society—Mrs. Helen Ross

SUDBURY (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Mon. thru Fri.
Special Editions: Progress Number (Spring); Cook Book (Summer); Spring & Fall Fashion (Summer).
No Editions: Christmas; New Years; Good Friday; Empire Day; Dominion Day; Civic Holiday; Thanksgiving; Labor Day.
Radio Station Affiliation: CKSO.
Television Station Affiliation: CKSO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Sillanpaa
Aviation—Bill Sillanpaa
Book—Betty Meakes
Business-Financial—John Marshall
Cartoonist—Ollie Simpkins
Church—Betty Meakes
Columnists—Betty Meakes; Alan Baker; Reg Pitt; R. Jackson; D. O'Hearn; Don MacIntosh
Editorial Writers—Reg Pitt; John Marshall
Education—Betty Meakes
Farm—Bill Sillanpaa
Fashion—Betty Meakes
Food—Betty Meakes
Garden—Reg Pitt
Librarian—Lillian Gignac
Motion Picture-Theatrical—Betty Meakes
Music—Betty Meakes
Photo. Dept. Mgr.—Mike Dudowich
Picture Editor—John Marshall
Radio-Television—Mike Bolton
Real Estate—Alan Baker
Travel—Alan Baker
Society—Betty Meakes

TIMMINS (Ont.), PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily. Week's notice and optional dates required.
Special Editions: Cook Book (May); Progress Edition (Feb.).
Syndicated Magazine Section Carried: Week End Magazine.
Radio Station Affiliation: CKGB.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Frank Lendrum
Editorial Writers—Don O'Hearn; Pat Nicholson
Fashion—Lilian O'Donnell
Food—Lilian O'Donnell
Society—Lilian O' Donnell

TORONTO (Ont.), GLOBE AND MAIL (m)
Run-of-Paper Color Advs.: 1 color. By arrangement.
No Editions: Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James Hornick
Book—W. A. Deacon
Business-Financial—Ralph Blackmore
Cartoonists—J. G. Reidford
Church—Miss Jane Scott
Columnists—J. V. McAree; Bruce West; Frank Tumpane
Editorial Writers—Bascom St. John; J. B. McGeachy; Robert Needham; Colin Sabiston
Farm—Eldon Stonehouse
Food—Ann Adam
Librarian—David Rhydwen
Motion Picture-Theatrical—Alex Barris; Herbert Whittaker
Music—John Kraglund
Picture Editor—Duncan Halliday
Radio-Television—Alf. Eggaford
Society—Margaret Cragg

TORONTO (Ont.), DAILY STAR (e); STAR WEEKLY (Sat) (S)
Run-of-Paper Color Advs.: 1 color when available; Mon., Sat. 4 colors Sat.in Rotogravure, Comic or Magazine section.
Split Run Advertising: Every-other Paper.
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes. Publish every Sat.
Food and/or Household Dept.: Daily food column; pages Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Wm. Stevenson
Book—Wm. McGeary
Business-Financial—A. E. Armstrong
Cartoonist—Les Callan
Church—W. F. Wiggins
Columnist—Jack Karr
Editorial Writers—B. H. Honderich; Robt. Neilsen H. R. Armstrong; Margaret Gould
Education—W. F. Wiggins
Fashion—Gwen Cowley
Food—Margaret Carr
Garden—John Bradshaw
Librarian—Marion E. Thompson
Motion Picture-Theatrical—Jack Karr
Music—Jack Karr
Picture Editors—Chas. Stead; John Rose; James Annan
Real Estate—Alex Henderson
Society—Betty Stapleton; Gwen Cowley

TORONTO (Ont.), TELEGRAM (e)
Run-of-Paper Color Advs: Up to 2 colors. Full page minimum. Daily.
Split Run Advertising: Every-other Paper.
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—J. W. Emmerson
Book—Philip Murphy
Business-Financial—Fraser W. Robertson
Cartoonist—C. H. Grassick
Church—Elizabeth Cuddy
Columnists—Margaret Aitken; Wessely Hicks; Judith Robinson; Ted Reeve; Robert P. Webber.
Editorial Writers—W. Elliott; C. B. Pyper; Allen Nobiston
Education—Arthur Spence
Fashion—Miss Lillian Foster
Food—Miss Louise Moore
Garden—Miss Margaret Dove
Librarian—William H. Nicholson
Motion Picture-Theatrical—Ken Johnson
Music—George Kidd
Photo. Dept. Mgr.—T. H. Batt
Picture Editor—Miss Phyllis Griffiths
Radio-Television—Ronald Poulton
Real Estate—James Thomas
Travel—Ernest H. Bartlett
Society—Miss Helen Allen

WELLAND (Ont.), TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Special Editions: Progress Edition (Feb.); Farm Edition (May); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24th; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Dorothy Rungeling
Cartoonist—Jack Boothe
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writers—Henry J. Foster; T. N. Morrison
Education—Norman Panzica
Farm—Margaret Deitch
Fashion—Mrs. T. McCarthy
Garden—Margaret Deitch
Librarian—Doreen Crick
Picture Editor—T. N. Morrison
Radio-Television—Margaret Deitch
Society—Mrs. T. McCarthy

WINDSOR (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Year-end Review (Dec.); Cook Book (Jan.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman Hull
Aviation—Ted Douglas
Book—H. L. Macpherson
Business-Financial—Robt. Pearson
Cartoonist—Ivan Johnson
Church—Bob Pearson
Columnists—W. L. Clark; Doug. Vaughan; Norman Hull; Maurice Jeffries; H. L. Macpherson
Editorial Writers—John Marshall; Angus Munro; H. L. Macpherson
Education—Jack Kent
Farm—Norm. Wetherup
Fashion—Clarice Tapson
Food—Clarice Tapson
Garden—Bert Steele
Librarian—Jane Nightingale
Motion Picture-Theatrical—John Gardiner
Music—John Gardiner
Photo. Dept. Mgr.—Jack Dalgleish
Picture Editor—Norm. Hull
Radio-Television—Pat Scott
Real Estate—Bert Steele
Travel—H. L. Macpherson
Society—Clarice Tapson

WOODSTOCK-INGERSOLL (Ont.), SENTINEL-REVIEW (e)
Run-of-Paper Color Advs.: 1 color. daily; week's notice required
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Progess (Jan.); Farm (Apr.); New Car (Mar.); Building (May); City Council (June); Cookbook (Aug.); Harvest (Sept.) Colour Contest (Nov.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jim McKay; Bess Timmerman
Editorial Writer—Alf Burman
Farm—Bess Timmerman
Fashion—Joan McCarn
Photo. Dept. Mgr.—Alf Burman
Picture Editor—Bess Timmerman
Radio-Television—E. S. Hunter
Real Estate—Loran Stewart
Society—Joan McCarn

PRINCE EDWARD ISLAND

CHARLOTTETOWN (P.E.I.), GUARDIAN (m)
Special Editions: Christmas (Dec.).
No Editions: New Years; Good Friday; Dominion Day; Labor Day; Thanksgiving; Christmas.

QUEBEC

CHICOUTIMI (Que.), Le PROGRÈS du SAGUENAY (e)
Special Editions: Christmas (Dec.); Easter.
Syndicated Magazine Section Carried: Hebdo Review.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Jean Renault
Editorial Writer—G. H. Dagneau
Society—Huguette Gagne

GRANBY (Que.), LA VOIX DE L'EST (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Easter; Baseball (May); School (Aug.); Christmas (Dec.); Fashion (Sept.).
No Editions: Christmas; New Years; St-Jean Baptiste; Labor Day; Dec. 8.
Syndicated Magazine Section Carried: Le Droit.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Rolland Gagné

MONTREAL (Que.), LE DEVOIR (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: St. Baptiste Day (June); Labor Day; Life Insurance; Fire Insurance; Mining; Christmas Greetings.
No Editions: Christmas; New Years; Good Friday; Labor Day.
Food and/or Household Dept.: Daily page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jean Benoit
Aviation—Marcel Thivierge
Book—Gilles Marcotte
Business-Financial—Marcel Clement
Cartoonist—Robert Lapalme
Church—Maurice Crête
Columnists—Pierre de Grandpre; Pierre Laporte; Pierre Vigeant; Jean Vallerand; Yvan Philip; Georges Huber
Editorial Writers—Gerard Filion; Omer Heroux; Paul Sauriol; Andre Laurandeau
Education—André Laurendeau
Farm—Gerand Filion
Fashion—Germaine Bernier
Food—Germaine Bernier
Garden—Maurice Crête
Librarian—Gilles Marcotte
Motion Picture-Theatrical—Gilles Marcotte
Music—Jean Vallerand
Photo. Dept. Mgr.—Paul Cadieux
Picture Editor—Jean Marc Laliberté
Radio-Television—Gérard Pelletier
Real Estate—Jean Benoit
Travel—Loris Racine
Society—Germaine Bernier

MONTREAL (Que.), GAZETTE (m)
Run-of-Paper Color Advs.: Up to 2 colors. 10 day reservation required.
Split Run Advertising; Yes.
Special Editions: Financial Review (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lorne McCuaig
Aviation—Roy Kervin
Book—Eileen Kerr
Business-Financial—Guy Cunliffe
Cartoonists—John Collins, Gordie Moore
Church—Wm. Headley
Columnists—G. J. Fitzgerald; Harriet Hill; Dink Carroll; Vern DeGeer; Susan Lynn
Editorial Writers—E. A. Collard; Roy Kervin; George Carpenter
Fashion—Olive Dickason
Food—Susan Lynn
Librarian—Freda MacGachen
Motion Picture-Theatrical—Harold Whitehead
Music—Thomas Archer
Photo. Dept. Mgr.—Gordon Pritchard
Picture Editor—G. J. FitzGerald
Radio-Television—Harold Whitehead
Travel—Norman Mathieson
Society—Olive Dickason

MONTREAL (Que.), HERALD (e)
Advs. Not Accepted: Liquor
Special Editions: Fashion (Mar. & Sept.); Auto (May); Home (May).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. W. Morrow
Aviation—Marie Grebenc
Business-Financial—T. H. Harris
Cartoonist—Frank Duggan
Church—W. S. Edgar
Columnists—Howard Huston
Editorial Writers—C. G. MacDonald; T. H. Harris
Education—W. S. Edgar
Fashion—Jacqui Heriteau
Food—Les Morrow
Librarian—James Kirk
Motion Picture-Theatrical—Pat Pearce
Music—H. P. Bell
Photo. Dept. Mgr.—Edward Barrett
Picture Editor—Edward Barrett
Radio-Television—Pat Pearce
Travel—B. J. Dolan

MONTREAL (Que.), LA PATRIE (e) (S)
Advs. Not Accepted: Correspondence clubs; Astrology; objectionable mail order.
Special Editions: St. John the Baptist Day: Sun. preceding June 24th.
No Editions: New Years; Epiphany; Good Friday; Ascension Day; Labor Day; All Saints Day; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column and household column. Food & household pages Sat. & Sun.
Radio Station Affiliation: C.H.L.P.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Lalonde (e)
Aviation—Paul Coucke (e) (S)
Book—R. Duhamel (S)
Business-Financial—M. Ouimet (e) (S)
Cartoonist—P. Leduc (e) (S)
Church—R. Bonin (e) (S)
Columnists—M. Huot (e) (S); Phil Seguin (S); Roger Meloche (S).
Editorial Writers—Roger Duhamel (e) (S); Alonzo Cinq-Mars (e) (S); Conrad Langlois (e) (S)
Farm—D. Kavanagh (S)
Fashion—Suzanne Piuze (e) (S)
Food—Miss Olive Pintal (e)
Garden—D. Kavanagh (S)
Librarian—J. Senécal (e) (S)
Motion Picture-Theatrical—M. Huot (e) (S)
Music—D. Laberge (e) (S)
Phot. Dept. Mgr.—J. P. Laliberté (e) (S)
Picture Editor—A. Loiselle (e); G. Benoit (S)
Radio-Television—O. Lefebvre (e) (S)
Society—Suzanne Piuze (e) (S)

MONTREAL (Que.), LE PETIT JOURNAL (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Rochon
Book—Jean-Paul Robillard
Business-Financial—Gérald Danis
Columnist—Charles Mayer
Editorial Writer—Fernand Denis
Fashion—Thérèse Boivin
Food—Mme A. Lachance
Librarian—Louis LeMarchand
Motion Picture-Theatrical—Roland Côté
Music—Jean Hamelin
Photo. Dept. Mgr.—Roger Lamoureux
Picture Editor—Pierre Gascon
Radio-Television—Jean Hamelin
Society—Thérèse Boivin

MONTREAL (Que.), STAR (e)
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Christmas.

(Continued on page 240)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MONTREAL STAR—Cont'd

Syndicated Magazine Section Carried: Weekend Picture Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Frank Lowe
Book—Walter O'Hearn
Business-Financial—J. H. Goldsmith
Church—Dr. D. J. Wilson
Columnists—Basil O'Meara; Andy O'Brien; Harold Atkins; J. H. Goldsmith; Walter O'Hearn; J. A. Oastler; Jerry Clark; Dr. D. J. Wilson
Editorial Writers—Ewen Irvine; E. J. Archibald; William Reinke
Fashion—Zoe Bieler
Food—Beatrice Roland
Librarian—C. M. Lapointe
Motion Picture—Sydney Johnson
Music—Eric McLean
Picture Editor—Art Wood
Radio-Television—Norman Pascoe
Society—Harvey O. Higgins

QUEBEC (Que.), CHRONICLE-TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Advs. Not Accepted: Mail order.
Special Editions: Progress (Mar.); Modern Homes (Apr.); Cook Book (Sept.).
No Editions: New Years; Epiphany; Ascension; Dominion Day; Labor Day; All Saints; Conception; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. G. Penny
Business-Financial—Kenneth Stewart
Columnist—Harry McCauley
Editorial Writer—Owen Channon
Photo. Dept. Mgr.—Horst Oesterwinter
Society—Florence McGrath

QUEBEC (Que.), L'ACTION CATHOLIQUE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: National Holiday (June); Christmas (Dec.).
No Editions: New Years; Epiphany; Good Friday; St. John Baptist; Dominion Day; Labor Day; Nov. 1; Dec. 8; Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. P. Vezina
Book—Jean Le Pacifique
Business-Financial—Amédée Lavoie
Cartoonist—René Houde
Church—Gérard Fecteau
Columnist—Sancho Panca
Editorial Writers—Dr. L. P. Roy; Charles Pelletier; Odilon Arteau
Fashion—Madame Françoise Roy
Food—Madame Françoise Roy
Librarian—Odilon Arteau
Motion Picture-Theatrical—G. Fecteau
Music—Erasmus
Picture Editor—Henri Duberger; M. Allaire
Real Estate—Amédée Lavoie
Society—Mathilde Larochelle

QUEBEC (P. Q.), LE SOLEIL (m); L'EVENEMENT-JOURNAL (e)
Run-of-Paper Color Advs.: 2 colors. Daily (evening only).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Auto—Edmond Piché
Book—Irenée Masson
Business-Financial—Marcel Boutin
Cartoonist—D. Mare
Church—Jos. Voisard
Editorial Writers—J. E Barnard; Lorenzo Paré; C. E. Parrot
Education—Jos. Voisgard
Farm—Louis Richard
Fashion—Germaine Bundock
Food—Germaine Bundock
Garden—Edmond Piché
Librarian—Irenie Masson
Motion Picture-Theatrical—Renaude Lapointe
Music—Renaude Lapointe
Photo Dept. Mgr.—I. Masson
Picture Editor—I. Masson
Radio-Television—Ed. Piché
Real Estate—Marcel Boutise
Travel—Léa Pétrin
DEPARTMENTAL EDITORS and/or MANAGERS (m)
Auto—Maurice Roy
Aviation—Maurice Roy
Book—Pierre Lemieux
Business-Financial—Marcel Boutin
Church—Louis Roberge
Editorial Writers—J. E. Barnard; Lorenzo Paré; C. E. Parrot
Education—Louis Roberge
Fashion—Monique Duval
Food—Monique Duval
Librarian—Pierre Lemieux
Motion Picture-Theatrical—Renaude Lapointe
Music—J. Poussart
Photo. Dept. Mgr.—Pierre Lemieux
Picture Editor—Pierre Lemieux
Radio-Television—Maurice Roy
Real Estate—Marcel Boutin
Travel—Léa Pétrin

SHERBROOKE (Que.), LA TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon; Tuesday; Friday.
Special Editions: Annual Business Review (Mar.).
No Editions: New Years; Good Friday; June 24; Labor Day; Nov. 1; Dec. 8; Christmas.
Radio Station Affiliation: CHLT.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. P. Robidoux
Business-Financial—Guy Bourdon
Church—L. O'Neil
Editorial Writer—L. P. Robidoux
Education—L. O'Neil
Farm—L. O'Neil
Fashion—Miss Thérèse Paquet
Librarian—Cyrille Guay
Motion Picture-Theatrical—Cyrille Guay
Music—Thérèse Paquet
Photo. Dept. Mgr.—Yvan Boisuet
Picture Editor—J. M. Denault
Radio-Television—René Caron
Real Estate—Guy Bourdon
Travel—J. M. Denault
Society—Miss Thérèse Paquet

TROIS-RIVIERES (Que.), Le NOUVELLISTE (e)
Special Editions: Construction (May); Christmas Dec.).
No Editions: New Year's; Jan. 6; Good Friday; Ascension Day; June 24; July 1; Labor Day; November 1; Dec. 8; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Y. Thériault
Business-Financial—Hector Héroux
Cartoonist—G. Montplaisir
Church—J. P. Delagrave
Columnists—Guy Fournier; R. Blanchet
Editorial Writer—Hector Héroux
Fashion—Mrs. C. Gervais Roy; Miss G. Guilbert
Librarian—Albert Bolduc
Motion Picture-Theatrical—J. J. St-Onge
Music—J. J. St-Onge
Photo. Dept. Mgr.—Roland Lemire
Society—Miss G. Guilbert

SASKATCHEWAN

MOOSE JAW (Sask), TIMES-HERALD (e)
Special Editions: Cook Book (Aug.); Farm Edition (Mar.). Progress Edition (Feb.); Women's Club Edition (Jan.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—M. Brown
Editorial Writer—F. J. Workman
Picture Editor—Ron Brownridge; M. Brown
Society—Ceinwen Topper

PRINCE ALBERT (Sask.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Mar.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Armistice Day; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. Bonderoff
Cartoonist—Jack Boothe
Columnist—Pat Nicholson
Editorial Writer—Colin McConechy
Farm—J. Bonderoff
Fashion—C. Moltke
Food—C. Moltke
Garden—J. Bonderoff
Librarian—Barbara Pring
Photo. Dept. Mgr.—M. Knutsen
Picture Editor—M. Knutsen
Society—C. Moltke

REGINA (Sask.), LEADER-POST (e)
No Editions: New Year's Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas Day.
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CKCK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. Thomson
Cartoonist—Chas. E. Bell
Church—M. Laidlaw
Columnist—Kathleen Kritzweiser; D. A. Cameron
Editorial Writers—D. A. Cameron; E. N. Davis
Farm—W. Bradley
Librarian—Mrs. J. Boyd
Motion Picture-Theatrical—Bruce Peacock
Photo Dept. Mgr.—L. Shaw
Society—Dorothy L. Pechey

SASKATOON (Sask.), STAR-PHOENIX (e)
Split Run Advertising: Every-other Paper.
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jean Swanson
Editorial Writer—Peter Hepher
Fashion—Mrs. E. M. Gould
Music—Art. Walls
Photo. Dept. Mgr.—Munro Murray
Society—Mrs. E. M. Gould

See INDEX IN BACK OF BOOK

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MORE daily newspapers and *MORE* weekly newspapers use

METRO NEWSPAPER SERVICE

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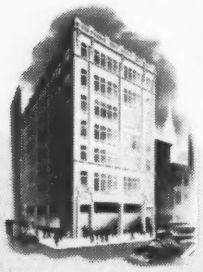

OTHER METRO SERVICES: Metro Department Store Service, Metro Fashion Review, Metro Jewelry Service, Metro Greater Sales Service, Metro Special Section Services . . . and many other special services.

FOR FULL INFORMATION, CONTACT OUR REPRESENTATIVES OR WRITE . . .

METRO ASSOCIATED SERVICES, Inc.

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80 Madison Avenue • New York 16, N. Y.

NEWSPAPER MAT SERVICE DIRECTORY

ADPLANS-ASSOCIATED SERVICES
727 N. W. 18th Ave., Portland 9, Ore.
"Charm Chat" beauty hints advertising column for Beauty Shops (weekly)
"Now You Know" advertising column for Insurance Agencies (weekly)
"Auto Rhymes" small ad series for auto repair shops (weekly)
"Helpful Hints" column for stores directing advertising to women (weekly)
"Words of a Creed" small ad series for Funeral Directors (weekly)
"Dollar Signs" personal loan display ad series for Lending Agencies (weekly)
"Snapper" small ad series for camera shops (weekly)
"Silhouettes" small merchandising ad series for drug stores. 65 ads.
"Watch Words" small ad series on watch sales and service (weekly)
"Better Cleaning" ad series for dry cleaners (weekly)

ADVERTISERS EXCHANGE, INC.
381 Fourth Ave., N. Y. 16, N. Y.
Store aid promotions including mats on hardware, drugs, food and hardware.

ADVERTISING AIDS
P. O. Box 599, Chicago 90, Ill.
Grocery Mat Service. (3 and 4 column ads) (weekly)
Drug Mat Service

APOLLO AD SERVICE, INC.
P. O. Box 1362, York, Pa.
Automotive Service (monthly)
Automotive Newspaper Advertising Mat Service (monthly) and Automotive and Hardware Catalogs.

R. C. BANKER & CO., Established 1912
243 W. Congress St., Detroit 26, Michigan.
National Furniture Service (monthly)
New Era Furniture Service (monthly)
Promotion Furniture Service (monthly)
Quality Furniture Service (monthly)
"Ad-of-the-Week" Furniture Service (monthly)

LOUIS A. BRANDENBURG, ADVERTISING
P. O. Box 1403, Tulsa 1, Oklahoma
Ethical Prescription Shop Mat Service. (26 illustrations and copy) (26 ads)

CRAMER-TOBIAS-MEYER, INC.
515 Madison Ave., N. Y. 22, N. Y.
Junior Fashion Advertiser. (Junior and Boys' clothing and accessories. Includes copy suggestions) (quarterly)
Men's Fashion Advertiser. (Clothing and accessories. Includes copy suggestions) (quarterly)
Specialty Fashion Advertiser. (Women's) (Ready-to-wear and accessories. 1, 2 and 3 column ads. Resource list and copy suggestions.) (monthly)
Women's Fashion Advertiser. (DeLuxe ready-to-wear and accessories for large space users. Resource list and copy suggestions.) (6 times yearly)
Fur Fashion Advertiser. (copy suggestions) (Photos and sketches.) (quarterly)
Retail Feature Advertiser. (copy suggestions) (Department Stores. All departments.) (quarterly)
Jewelry Advertiser. (copy suggestions) (Prestige service for better cash and credit jewelers) (Spring, Summer, Winter, Christmas)
Promotional Jewelry Service (Credit and installment jewelry service with promotional emphasis) (6 times yearly)
Christmas Advertiser. (copy suggestions) (All departments.) (annually)
Brilliants. (package) (Series of 52 small ads for better jewelry stores.)
Casual Clothing Illustrator. (Semi-annual service for men's wear stores.)
Feature Clothing Campaign. (Semi annual service for men's wear stores, featuring exclusive men's art work by Carl Wilson.)
Fashionettes. (monthly service of small ads for women's specialty stores.)
Women's Specialty Store. (Christmas service) (annually)
Soglow. (packaged) (Series of small ads by Soglow for men's wear stores and department stores.)
Telaman. (packaged) (Series of small space ads for men's wear stores.)
Toy Advertiser. (annual service of toy ads, including Life Magazine promotion.)
Kid-Ads. (semi annual service for children's specialty stores.)
Fur Package. (Small ads for fur stores.)
I. Q. For Women's Specialty Shop Christmas Merchandise and Idea Service.

VINCENT EDWARDS & CO.
342 Madison Ave., N. Y. 17, N. Y.
Beauty Shop (2 issues a year)
Casco Fur (quarterly)
Century Department Store (quarterly)
Century Furniture
Drug (quarterly)
Hardware-Housewares (2 issues)
Food Advertising (monthly)
Funeral Directors (2 issues a year)
Jewelry (quarterly)
Laundry and Cleaners (2 issues a year)
Little Cuts General Newspaper (quarterly)
Men's (quarterly)
Personalized Bank (6 issues a year)
Public Utility (6 issues a year)
Sporting Goods (2 issues a year)
Sterling Shoe (6 issues a year)
Editors and Advertisers Treasure Chest (once a year)
Idea Services:
Bank Ad-Views (monthly)
Food Ad-Views (monthly)
Furniture Ad-Ideas (monthly)
Modern Display (monthly)
Public Utility Ad-Views (monthly)
Retail Ad-News (monthly)
Transportation Ad-Views (monthly)
Vincent Edwards Idea Clipping Service (weekly)

EVANS & BRISEBOIS
La Fayette Bldg., Detroit 26, Mich.
Evans and Brisebois Furniture Service. (Middle grade promotional.) (monthly)
Continental Furniture Service. (Medium to high grade) (monthly)
Chainway Furniture Service. (Promotional for installment stores.) (monthly)
Admaker Furniture Service. (Promotional) (monthly)
Western Supplement (Featuring west coast Merchandise) (semi-monthly)
Planned Promotions (Full page special feature Ad-series)

EYE CATCHERS, INC.
207 E. 37th St., N. Y. 16, N. Y.
All-Photo General Mat Service (monthly)

L. FISH FURNITURE CO.
2225 W. Pershing Rd., Chicago 9, Ill.
Furniture Mat Service. (Illustrations of furniture, rugs, radios, television, refrigerators, washing machines, etc.)

GOLDE ADVERTISING CO.
31 Union Square, N. Y. 3, N. Y.
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Fur Photos and Fur Mats (3 times yearly)
Evans Fur Co. (Photos) (3 times yearly)
Stevens & Associates Fur Mat Service (monthly)
Women's Specialty Store Mailing Cards (monthly)
Fur Storage and August Booklets (semi-annually)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices are Low At" series and mats (60 ads)

GRAY-MOORE AGENCY
1537 No. La Brea Ave., Hollywood 28, California.
"Little Folks" cartoon series of 52 mats. Size 3 column by 2 inches deep. Leased exclusively to a market or grocer in each town. Full page, half page and quarter page layouts (packaged.)
"Uneeda Friend" Cartoon series of 52 to 365 mats. Size 1 column by 2 1/2 inches. Leased exclusively to a loan company in each town (packaged)
"Quizmaster" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"The Triplets" Cartoon series of 52 to 104 mats. Size 2 column by 1 3/4 inches deep. Leased exclusively to one merchant in each community (packaged)
"He Hasn't Switched" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"Jingle Gems" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one jeweler in each community (packaged)
"Willie Clean and Willie Washer" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one cleaner or one laundry in a community (packaged)
"Tot-toons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one infants wear or infants accessory shop in each community (packaged)
"Lafftoons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each community (packaged)
"Ad Laffs" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one newspaper in each community as a classified section business booster (packaged)
"T. V. Jingles" Cartoon series of 52 mats. Size 1 column by 2 3/4 inches deep. Leased exclusively to one appliance or television store in a community. (packaged)
"Let's Talk It Over" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Television Notebook" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Musically Yours" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Camera Clicks" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community (weekly)
"A Thought For Today" Leased exclusively to one mortician in each community (weekly)
Note: All the above campaigns include copy, posters, signature cut and header and all services listed above are leased on an annual basis.

HARCON, INC.
Suite 8010, Empire State Building, New York 1, N. Y.
"Portrait of America" Advertising Program. Comprising 52 standard-size full pages. Complete mats. Local sponsorship program on 13, 26 or 52 week basis (weekly, monthly or quarterly)

RALPH HEINEMAN, INC., ADVERTISING
32 W. Randolph St., Chicago 1, Ill.
Marshall Field & Co. Department Store Service (weekly)
Carson Pirie Scott & Co. Department Store Service (weekly)
John Shillito Co. Department Store Service (weekly)
Marshall Field & Co. Fashion Service (weekly)
Carson Pirie Scott & Co. Fashion Service (weekly)
John Shillito Co. Fashion Service (weekly)
Field, Carson and Shillito House-furnishings (weekly)
Ad Aid Advertising Service (semi-annually)
Copywriter's Time Saver (monthly)
Art-by-Mail Service (on order)
Thumb-Nail Mat Service (Dept. Store) 3 times yearly)

SYLVIA HOLZMAN ADVERTISING AGENCY
Morgan Bldg., Portland, Ore.
Ethical prescription advertising service for drug stores. Consists of 52 illustrated "professional"

(Continued on page 242)

The *MODERNIZED* General Newspaper Advertising Mat Service geared to today's hard selling economy. Used by over 2500 dailies and weeklies throughout the world.

Five different editions—each planned to meet the varied needs of all size newspapers.

Also publishers of

Christmas and New Year Greeting Services
Vari-Flex Background Screen Designs
Lefebvre Quality Furniture Service
Curtains and Draperies
Six Special Editions

Libraries for Food • Miniature Mats • Staple Furniture Items • General Headings • Floor Coverings • Ad Tools

Stamps-Conhaim-Whitehead, Inc.

101 FIFTH AVE. New York, N.Y. 555 No. LA BREA, Los Angeles, Calif.

NOW even small stores can advertise EXACT REPRODUCTIONS of merchandise!

ART by MAIL

ART AND ENGRAVINGS BY MAIL

Publishers of:
MARSHALL FIELD
CARSON PIRIE SCOTT
SHILLITO
MAT SERVICES
THUMBNAIL
AD AID
COPYWRITER'S TIMESAVER

Speedy return mail service! (Cut received 3 days after shipment of order!)

Sensationally low cost — high quality. (Volume cuts cost!)

Fashions, housewares, furniture, lettering, logos, etc., drawn in any style you want!

For full details, free samples, write

RALPH HEINEMAN, INC.

32 W. RANDOLPH ST., CHICAGO, STATE 2-5932

NEWSPAPER MAT SERVICE DIRECTORY—Continued

SYLVIA HOLZMAN ADVTG AGENCY—Cont'd

(Continued from page 241)

type advertisements planned to promote prescription business. The series is available in individual 2 col. 6 inch mat sizes, all complete with illustration and copy. Costs based on population served. The service is sold on yearly subscription basis, to one firm only in each restricted trade area.

HOWARD ADVERTISING
1316 Harmony Court, N.E., Canton 5, Ohio
Jewelers' Mat Service (Quality) (monthly)

INCO ASSOCIATES
5816 W. North Ave., Chicago 39, Ill.
Funeral Directors Public Relations Program. Specially prepared copy service.

KEISTER ADVERTISING SERVICE
Strasburg, Virginia
"Support the Church" Advertising Program. (over 450 different 5 column and 3 column ads.) Church or local sponsorship (weekly)

KIRBY, J. B. (RED)
Powell Station, Tenn.
623 Spring St., Atlanta, Ga.
Eight Fine Furniture & Fashion Services
Weekly Service of America's Top-Flight Department Stores. Art By Mail service.

LOUIS LACHOW ADVERTISING AGENCY
511 Locust St., St. Louis, Missouri
Famous-Barr of St. Louis (The May Co.) Dept. Store Service (weekly)
Stix, Baer and Fuller Dept. Store Service. (Medium and high grade.) (weekly)
Scruggs Vandervoort Barney Dept. Store Service. (Medium and high grade.) (weekly)
Budget Department Store Service. (monthly)
Agency Fur Service. (Medium and high grade) (monthly)
Food Service. (Super Markets) (monthly)
Automobile Service. (Used car and Service) (drop shipment)
Laundry and Cleaning Service. (drop shipment)
Homefurnishings and Housewares (drop shipment)

LONGCREST ADVERTISING SERVICE
46 Summer St., Boston, Mass.
High Quality jewelry service (3 times yearly, spring-summer-fall)

LOREN-SYLVAN-DARRYL ADVERTISING
511 Locust St., St. Louis, Missouri
"E-Z Food Ads" (monthly)
Food Ad Headlines (drop shipment)
Complete Food Log. (drop shipment)
Illustrated Food Headlines (drop shipment)
Dept. Store Headings & Prices (Sale-Aids) (drop shipment)
Food Illustrations, Borders and Mortises (drop shipment)
Cleaning (Institutional Ads with Illustrations) (drop shipment)

LOWRY ASSOCIATES
325 W. Huron St., Chicago 10, Ill.
Coal Service (52 weeks)
Dairy Service (52 weeks)

LUCKOFF & WAYBURN, INC.
320 W. LaFayette, Detroit 26, Michigan
Jewelry Ad Service (monthly)

McGINNISS & SLOMAN, INC.
515 Madison Ave., N. Y. 22, N. Y.
J. L. Hudson & Co. (Complete Department Store Services) (weekly)
J. L. Hudson & Co. Ready-to-Wear (weekly)
J. L. Hudson & Co. Furniture and Household (weekly)

L. G. McKENRY CO.
872 Poplar St., Denver, Colorado
Small Loan. (2 Column humor panel. Either 26 or 52.) (packaged)
Beauty Salon. (1 column illustration. Either 26 or 52.) (packaged)
Appliance. (Sales & Repair. 2 column humor panel.
Used Car Selling. (1 column. Either 26 or 52.) (packaged)
Automobile Repair. (1 column. Either 26 or 52.) (packaged)

MASTER NEWSPAPER SYNDICATE, INC.
320 East 39th Street, New York 16, New York
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home Furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices Are Low At" series and mats (60 ads)
Insurance Cartoon Service (58) 1 col. ads (packaged) (58) 2 col. ads (packaged)
Dry Cleaners/Laundries Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Liquor Store Cartoon Service (52) 1 col. ads (packaged). (52) 2 col. ads (packaged)
Real Estate Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Little Chef Cartoon Service for Restaurant—Dinners (50) 1 col. ads (packaged). (50) 2 col. ads (packaged)
Vic Voltage Cartoon Service for Electrical Appliance Stores (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)
Health Series for Pharmacies or General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged).
Sports Series for General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)

MELISSE SERVICE
310 East 55th St., New York 22, N. Y.
"Around Town With Melisse" advertising cartoon series. Size 2 columns by 5 inches deep. Package series of 36 cartoons each. Exclusive to one department store or specialty shop in each town—(a combination institutional and fashion feature.) Each cartoon a complete unit consisting of title "Around Town With Melisse," Melisse fashion cartoon, and salesquip with store name. Information on additional services upon request. (packaged)

METRO ASSOCIATED SERVICES, INC.
80 Madison Ave., N. Y. 16, N. Y.
Metro Newspaper Service (general newspaper advertising mat service covering all classifications; issued in Senior and Junior Editions, accompanied by Metro's PLUS BUSINESS; Spring and Fall fashion supplements with Senior Editions) (monthly)
Metro Department Store Service (general advertising mat service for stores covering all departments with emphasis on Fashions, Men's and Boys' Wear and Housewares, accompanied by Metro's Copy Digest and Merchandise Sources Key) (monthly)
Fashion Review Department Store Service (full coverage of major departments with emphasis on Fashion, including original pattern ads with copy and accompanied by "Copy Clues") (monthly)
Fashion Review Service (for quality fashion shops including original pattern ads and copy and accompanied by "Copy Clues") (monthly)
Metro Jewelry Service (complete coverage for both cash and credit type jewelry stores, including small electrical appliances, optometry, and pattern ads with copy) (monthly)
Metro's Greater Sales Service mat service for popular priced department stores; includes original "Copy Slants" (monthly)
Metro's Completely Prepared Special Sections Service (covering Vacation Back to School, Christmas Gifts, etc.) (seasonally)
Metro's Christmas Greeting Service (greeting ads with test matter as well as illustrations matted) (annually)
Metro's Book of Anniversary Illustrations (catalogue of matted hand lettered headings, spots and attention compellers (periodically)
Metro's Special Food Library #5 (a fifty-eight page kit of headings, mortises, produce, meats and other essential food illustrations covering year 'round requirements of the grocery store) (periodically)
Metro's Home Essentials—Third Edition (a new library of matted illustrations covering housewares, home furnishings, etc.) (periodically)
Metro's Book of Cuts, Series No. 6 (an assortment of more than 3,000 basic illustrations available matted or as cuts or casts (periodically)
Metro's Book of Headings (a 44 page library of matted sales headings, alphabets, numerals, mortices.)
Automobile Service Station Campaign No. 3 (twenty-six two column ads) (periodically)
Bank Campaign (twenty-six 2 column ads covering all services offered by the commercial bank) (periodically)
Building Supply and Hardware Service, No. 2 (a library of illustrations covering building supplies, plumbing, paint, lumber tools, gardening, etc. (periodically)
Farm and Livestock Library (matted illustrations of livestock, feed, seed, crops, farm buildings, fairs and farm machinery) (periodically)
Insurance Campaign (thirteen 2 column ads covering requirements of general agent) (periodically)
Diamond Facts (26 ads pertaining to the history of Diamonds) (periodically)
Drugs and Sundries Service (a catalog of matted illustrations including attention compellers, headlines, mortices, drugs, cosmetics, etc., for year 'round use) (periodically)

MEYER BOTH COMPANY
Michigan Ave. at 20th St., Chicago 16, Illinois
"Feature" General Newspaper Advertising Service. (A basic general service.) (monthly)
Lotta Value Food Service, the most unique retail food promotion service devised. Prepared ad layouts ready for inserting items. (monthly)
Department Store Service. (Popular and medium prices.) (monthly)
Manhattan Stylart Fashion Advertising. (Exclusive fashion art service for medium to better price specialty shops. Includes layout, copy.) (monthly)
Planned Promotion Menswear Service. (monthly)
Metropolitan Line Menswear Service. (semi-annually)
Boyswear Folio. (High quality. Includes two basic staple mechandise and event books with illustration flashes.) (semi-annually)
Menswear Folios. (High grade men's wear stores and department stores. Art, layout, copy. Includes two staple merchandise and event books, illustration flashes.) (semi-annually)
Simons Micelson Jewelry Services. (Available in four editions, Jr. and Sr. sizes) (monthly)
Furniture (monthly)
Canadian Supplements Special Material for Canada's stores and newspapers.
Popular Furniture Service (monthly)
Practical Furniture Service (monthly)
De Luxe Furniture Service (monthly)
Ad of The Week. (Promotional and Account Opener items for Furniture Stores. Includes ads in two sizes with mats on a special item developed by Retail Stores service with best resources.) (weekly)
Housewares and Home Furnishings Folio. (A complete book of new high quality art, on basic home furnishings and housewares.)
Furniture Item Folio. (Highly specialized folio of merchandise features and items. Layout themes, headings, ad tools.)
Master Poses. (High grade art work of merchandise sketched from stock. Men's, Boys' and Women's classifications.) (regularly)
Christmas Folio. (Exclusive high grade Dept. Store campaign covering most advertised dept. and items.) (annually)
Fur Storage Campaign (annually)
Sales Promotion Plan Book. (Hundreds of headings, layout formats, mortises, ad tools, etc.) (annually)
Retailers' Promotion Kit #2. (19 pages of structural layout with art ready for merchandise fill-in. All types stores)
Retailers' Promotion Kit #3. Special sale, promotion and special event retail promotion, with layout formats. (annually)
Retailers' Promotion Kit for Christmas. Hundreds of headings, mortises, features, etc., for all types of Christmas ads. (annually)
Prescription Drug Campaign #1. (52 continuity ads discussing important discoveries and advance in the history of medicine. Ethical.)
The Education of a Pharmacist. (52 ads with additional ad tools, exploiting the facilities of the pharmacist as a key person in the well-being and health of the community.) (annually)
Researched Retail Ads, (Ad-Review and merchandising trend publication. Articles, reproduced ads, etc.) (semi-monthly)
W. C. Both Folio. (Special collection of "gems" from W. C. Both gallery.)
Anniversary Folio. (12 pages of illustrations. Store or newspaper usage.)
Building & Lumber Supplies Ad Kit. Comprehensive program, with mats, providing hundreds of authentic building and lumber supply items, prepared layouts, headings, coal campaign, supplementary ad tools, borders, headings. Great variety of sizes from 8- to 1-column. (annually)
Holiday Greetings Service 215 ads in 1, 2, 3 and 4-column sizes. All new and different. Art and copy matted, ready for logo drop-in. Biggest production ever offered in this field. May be purchased in Junior edition containing 1 and 2-column ads only. (annually)
New Year Greetings Service companion service to Holiday Greetings. Permits combination sale of both ads at same time. Art and copy matted for logo drop-in. 1, 2, 3 and 4-col sizes. Available in Junior edition. (annually)
Christmas Gift Supplement local level retail appeal. Offers Christmas Gift Photos, editorial material, tie-in local ads.

MULTI-AD SERVICES, INC.
100 Walnut St., Peoria, Ill.
Multi-Use Ad-Builder. (An expanded mat service designed to improve the art structure of newspaper layout. Consists of abstract and pictorial backgrounds, ad frames, circles, ovals, boxes, arrows, etc. Incorporates the use of the new Multi-Use Mat-masking technique.) (monthly)
Multi-Use Clipper (An art service with continuing supply of art devices including backgrounds. No mats. All pages are printed on enamel stock for fine reproduction.) (monthly)

NATIONAL ADSERVICE, INC.
P. O. Box 1083, Chicago 90, Ill.
Grocery Service (quarterly)
Drug Service (weekly, every-other week, monthly)
52 week Prescription Program (annually)
52 week Meat Program (annually)

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Retail Sales Idea Library (A report of current linage building ideas issued 3 times monthly.)
Classified Sales Idea Library (General Classified Advertising Service issued 3 times monthly.)
Store Thinking (A Review of Department, Specialty, Men's and Furniture Store advertising issued weekly and monthly.)
Individualized Ad-Clipping Service (Issued weekly, bi-monthly and monthly covering 75 principal lines of business.)
Display Idea Library (Photo reports of interior and window displays in both color and black-and-white issued weekly and monthly.)

NATIONAL RETAIL HARDWARE ASSOCIATION
964 N. Pennsylvania St., Indianapolis 4, Indiana.
Free mats for association members, seasonal merchandising promotions: in 2-col, 10-in., 3-col., 12-in. sizes. Ready to cast except for item prices and store signature.

NATIONWIDE FEATURES SYNDICATE
1537 North La Brea Avenue, Hollywood 28, California
"Hollywood Hannah" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one department store or specialty shop in each town. (packaged)
"Cactus Cal" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in his respective business in his town. (packaged)
"Sportoons" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Exclusively to one merchant in his respective business in his town. (packaged)
"Junior" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each town. (packaged)
"Tasty Toons" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one baker in each town. (packaged)
"Willie Watt" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one electrician or appliance dealer in each town. (packaged)
"Freddie Fix-it" cartoon series of 52 to 365 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one plumber or plumbing supplies house in each community. (packaged)
"Cy Cylinder Strip" cartoon series of 52 to 156 mats. Size 3 columns by 2 inches deep. Leased exclusively to an automobile dealer in his respective town. (packaged)
"Cy Cylinder Sez" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to a garage, service station or kindred business in each town. (packaged)
"Half Pints" cartoon series of 52 to 208 mats. Size 1 column by 3 inches deep. Leased exclusively to one dairy in each town. (packaged)

NATIONWIDE Features Syndicate and its Companion Company GRAY-MOORE AGENCY

have been acclaimed by leading dailies and weeklies as the leaders in the merchants' cartoon and column syndication fields. Our testimonial letter files CONFIRM THAT FACT. In our folio are mat services for businesses of every type and description.

Our BIG TOWN FOLLY(S) series, stressing the advisability of Trading at Home is and has been productive of greatly increased advertising counts for small dailies and weeklies all over the country.

Wire Write Phone

for information without obligation

NATIONWIDE FEATURES SYNDICATE

1522 North La Brea Avenue

Hollywood 28, California

Hollywood 9-3591

P. S. Naturally, we can always utilize the services of good sales representatives in key locations in the United States and Canada.

P.S.S. We invite inquiries from experienced newspaper and advertising men desirous of entering the extremely profitable syndication field. Same will be treated confidentially.

NEWSPAPER MAT SERVICE DIRECTORY—Continued

NATIONWIDE FEATURES SYNDICATE—Cont'd

"Mr. 2 x 4" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one lumber or building materials firm in each town. (packaged)

"Big Town Folly(s)" cartoon series of 52 mats. Size 3 columns by 3 3/4 inches deep. Leased exclusively to one newspaper, bank or civic group in each town, as a public service or special edition feature. (packaged)

"No Matter How You Look At It" cartoon series of 52 mats. Sizes 2 column by 3 1/4 inches deep and 1 column by 2 inches deep. Leased exclusively to one radio or one television station in a community.

Note: All the above campaigns include copy, posters, signature cut and header, and all services listed above are leased on an annual basis.

NEWTON SERVICE CO.
230 Fifth Ave., New York 1, N. Y.
Optometrists and Opticians Service. (Three sizes: a.) 42-line by two column ads; b.) 98-line by one column ads; c.) 84-line by two column ads.) (monthly or package)

HOWARD PARISH CLASSIFIED ADVERTISING SERVICE
2900 N. W. 79th St., Miami 47, Fla.
Tested Want Ad Selling Plans. A complete monthly Classified advertising service, including promotion with art and mats; comprehensive ideas exchanges for real estate, automotive, retail and miscellaneous copy, etc.; sales-training and copy-writing instruction material; plus frequent timely special sections.

PICTORIADS
1440 Broadway, N. Y., N. Y.
A personalized photo service primarily for stores out of NYC. and for manufacturers. Photographs for ads are arranged for including the selection of models, accessorizing, and personal supervision of the shooting of the pictures.
Suburban Store Display. Package about 300 photos covering 23 suburban Stores.
Self Selection Display. Package photos of self selection displays and fixtures for department stores.

PUBLISHERS SYNDICATE
30 N. LaSalle St., Chicago, Illinois
Promotions and plans for securing Classified Advertising (Representatives for Harrison C. MacDonald Classified Service.) (monthly)

READY-TO-PRINT ADVERTISING SERVICE
P. O. Box 112, Duncan, Oklahoma
Series of Christmas and New Year Greeting ads. (Units of 500 inches and a variety of ad sizes.) (annually)

RETAIL REPORTING BUREAU
(A division of Milton B. Conhaim, Inc.) 101 5th Ave., N. Y. 3, N. Y.
Views and Reviews Display Reporting Service. Photographs in full color of New York department and specialty store windows. (weekly)
Store Planning and Interior Display Service. Photographs in full color of new stores, new departments and new interior displays of stores throughout America. (semi-monthly)
Suburban Store Display Library. About 350 photographs of major departments of new suburban stores located throughout America. In color and black and white.
Retail Advertising Week. Reproductions of Department and Specialty Store advertising. Available in two sizes—11 x 17" (King Size) or 8 1/2 x 11" (weekly)
Promotional Selling Sense. Reproductions of promotional type of advertising of Department, chain and Specialty Store Advertising. File drawer size. (three times monthly)
Men's Clip Review. Reproductions of outstanding Men's Wear ads together with photographs of Men's Wear displays. File drawer size. (semi-monthly)
Men's Art Service. Men's and boys' wear. Quality art appeal. (monthly)
Men's Art Photoprints. Matte Prints of Men's Clothing advertising illustrations. (monthly)
Men's Fashion Photographs. (photographs of Men's Clothing, to be used as advertising illustrations. (semi-annually)
Burniston Series of Men's Drawings. Original drawings of men's clothing by Martin Burniston. (semi-annually)
Men's Two Pants Suit Drawings. Photoprints of men's two pants suits. (annually)
Men's Slacks Service. Photoprints of men's wear slacks for advertising purposes. (annually)
Shoes on Parade. Reproductions of shoe ads in all price lines. (weekly)
Jewelry Clip Review. Reproductions of costume jewelry ads in all price lines. (semi-monthly)
Christmas season advertising campaigns. Folio of art, copy, themes and layout. (annually)

SHOLAR SERVICES, INC
923 F. St., N. W., Washington 4, D. C.
Graphic Mode for Men. Clothing and accessories. Plus catalog of basic merchandise illustrations. (quarterly)
Graphic Mode for Boys. (Juniors, cadets and students.) Clothing and accessories. Plus catalog of basic merchandise illustrations. (quarterly)
Graphic Mode for Teens, Tots and Toddlers. (infants through teenage girls.) (quarterly)
Graphic Mode in Furniture. (Medium to better grade.) Plus catalog of basic merchandise illustrations. (quarterly)
Graphic Mode in Curtains and Drapes. Soft lines in home furnishings. (semi-annually)
Graphic Special Events. Seasonal spots, illustrations and decorative material covering promotional events.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26, Mich.
"A" Jewelry Service. (Black, bold, popular appeal. Includes credit.) (monthly)
"AA" Jewelry Service. (Complete quality service. Light, dignified illustrations. Includes credit.) (monthly)

SPECIAL CORRESPONDENTS, INC.
230 E. Ohio St., Chicago 11, Ill.
Editorial Publicity Service. (1 column or 2 column pictorial releases with heading and caption copy, includes signed statements from 4,000 publishers requesting their services among mailing lists, type setting, engraving, mats, proofs, mailing and securing all available clippings sent as proof of usage.)
"Your Home" (Women's editorial column stylized for publicity releases. Includes use of column heading, artwork, editing, postage, production, distribution and clippings.)
Complete Manufacturers' Mat Service and Dealer Ad Campaigns. (Includes all mechanical work.)
Complete production and distribution of newspaper dealer advertising campaigns for manufacturers.

STAMPS-CONHAIM WHITEHEADS, INC.
101 Fifth Ave., N. Y. 3, N. Y.
555 N. La Brea Ave., Los Angeles 36, Calif.
Stamps-Conhaim Senior Newspaper Service (General Newspaper Advertising mat service covering all classifications). Sixteen issues per year including four quarterly editions covering general classifications and twelve monthly merchandise advertising editions.. includes Fall and Spring Fashion Supplements plus special supplements on Home, Garden, and Homemakers, Father's Day, Back-to-School, and Christmas and others to be determined by surveys. (monthly & quarterly)
Stamps-Conhaim Senior Monthly Newspaper Service (General Newspaper Advertising mat service covering all classifications). Same material as in sixteen issue per year service except published Twelve monthly issues per year... Each issue combines material for general and merchandise advertising classifications... includes Fall and Spring Fashion Supplements plus special supplements for Home, Garden, Back-to-School, Father's Day, Christmas and others to be determined by surveys at no additional charge. (monthly)
Premier General Newspaper Advertising Service (General Newspaper mat service covering all classifications required by smaller dailies and larger weeklies.) (monthly)
Stamps-Conhaim Special Monthly Newspaper Advertising Service (a Junior Edition of the General Newspaper Advertising mat service covering all classifications required by weekly newspaper)... Twelve monthly issues per year combining general and merchandise classifications in each issue. (monthly)
Stamps-Conhaim Senior Quarterly Newspaper Servic (General Newspaper Advertising mat service for all general advertising, not including merchandise classifications.) (quarterly)
Stamps-Conhaim Complete Monthly Merchandise Advertising Service (covering department store, women's, men's shoes, furniture etc. plus layouts and copy.) (monthly)
Special Feature Supplements including advertising and editorial text and photos for: Home, Garden, Back-to-School, Christmas, Father's Day and others to be determined by surveys. These special supplements are supplied at no additional charge to all subscribers to Senior Services, and are also available at nominal charges to subscribers of smaller forms of service and to non-subscribers. (periodically)
Special Spring and Fall Fashion Sections including advertising and editorial text and photographs (semi-annually)
Special Christmas and New Year Greetings Service (annually)
Special Canadian Advertising Supplement.
Special Cotton and Tobacco Supplements.
Special Food Library (A new edition containing 810 illustrations and headings, eye catchers, borders, grocery, meat and food items)
Lefebvre Furniture Advertising Service (For advertisers of quality merchandise) fine illustrations of numbers from top resources identified with manufacturer's names and style numbers. Beautiful lay-outs . . . selling advertising copy. (quarterly)
Library of Minature Mats Editions Nos. 1&2 consisting of 2400 mats covering all "general" advertising subjects. Planned for Classified Display and small display advertising. Also for commercial printing purposes.
Floor Covering Edition devoted exclusively to illustrations and headings for rugs, carpets, linoleum, and other floor covering advertising.
Furniture Library of Staple Items. A complete book of mats covering living room, dining room, bedroom, occasional pieces—all staple furniture items indexed by departments—for use by both furniture and department stores.
Special Ad Tool Edition 26 pages of headings, alphabets, numerals, mortises, arrows, pointers.
Var-Flex Section background screen designs, Ben Day and half-tone designs with layouts showing various mortise setups. Quarterly feature supplied without extra charge to subscribers of Senior Editions of S-C General Newspaper Advertising Service. Available at nominal charges to subscribers, of smaller forms of Service and to non-subscribers.
General Heading Library headings, features plus "Special Event"
Material for anniversaries, Founder's Day, tag sales, other sales events. 40 pages- 875 dominant headings. (annually).

STEVENS ADVERTISING AGENCY
317 Board of Trade Building, Indianapolis 4, Ind.
Lanky Planky. (Mat service for lumber and building supply dealers.) (monthly)

WESTERN ADMATS, INC.
1355 Market St., San Francisco, Calif.
Home-furnishings Counsellors Service: 5 col. two-color introductory ads and 1x7 daily columns. For furniture stores. Complete in mat form. (Released monthly.)
Western Furniture Service (bi-monthly). Plus four other Evans & Brisebois furniture services. "Western" sold only in 11 states.
Pony Express Adpromotion Services, No. 1 and No. 2. For rodeos and western motif ads. (Annual packages or mats sold by page).
Lotta Value Food Adservice (monthly).
Western Drug & Prescription Service: 2x5 prescription ads or 10 or 12 drug and prescription lineage. (Package).

THE JOURNALIST'S CREED

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

WALTER WILLIAMS.

The School of Journalism
University of Missouri.

CODE OF PRACTICE
Newspaper Advertising Executives Association

1. No advertising will be published if it is fraudulent, misleading or otherwise harmful.
2. Rates and conditions published in the rate card will apply to all advertisers.
3. Definitions of retail and general advertising, as endorsed by the Newspaper Advertising Executives Association will determine whether retail or general rates apply.
4. Any possible action in connection with publicity which may be sent to the advertising department will be limited to submittal to the news department for use or rejection.
5. Newspaper advertising salesmen will be thoroughly instructed in the fundamentals of good advertising and the usefulness of newspapers as a medium to the end that competent service may be provided to every advertiser.
6. Salesmen will be instructed to advise advertisers in the manner that will produce maximum returns and to avoid overselling or other unsound methods.
7. Any mention of competing newspapers or other media will be truthful. Derogatory references to the personnel, policies or advertising value of other newspapers will be avoided to the end that fair competition may be promoted.
8. In order to assure maximum returns to advertisers every effort will be made to induce them to improve the quality of their copy and art work and to assure good typography and printing.
9. Adequate and accurate information regarding the market and the newspaper will be provided.
10. The objective in all respects will be the advancement and improvement of the newspaper as an advertising medium.

NEWSPAPER REPRESENTATIVES OF UNITED STATES AND CANADA

Let a Branham man help you

11 Branham Offices

representing Media, serving Advertising Agencies & Advertisers

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Chicago
Detroit
Dallas
Atlanta
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Memphis
San Francisco
Los Angeles
Miami

THE BRANHAM COMPANY

National Advertising Representatives

ACCN ADVERTISING SERVICE
Salt Lake City 5, Utah, 1473 Redondo Ave.; Tel.: 8-0419.
Roy A. Schonian, manager.
California—Bakersfield Report; Fresno Real Estate Report; Los Angeles Journal; San Diego Transcript; San Jose Post-Record.
Colorado—Denver Journal.
Florida—Jacksonville Financial News; Miami Review.
Georgia—Atlanta Fulton County Report.
Illinois—Chicago Law Bulletin.
Indiana—Indianapolis Commercial.
Iowa—Des Moines Record; Sioux City Reporter.
Maryland—Baltimore Record.
Michigan—Detroit Legal News.
Minnesota—Minneapolis Finance and Commerce; St. Paul Legal Ledger.
Missouri—Kansas City Record; St. Louis Record; Springfield Events.
Nebraska—Omaha Record.
New York—Buffalo Law Journal; Rochester Record; White Plains Westchester Law Journal.
Ohio—Akron Legal News; Cincinnati Court Index; Dayton Reporter; Youngstown Legal News.
Pennsylvania—Philadelphia Legal Intelligencer; Pittsburgh Legal Journal.
Tennessee—Memphis News.
Texas—San Antonio Commercial Recorder.
Wisconsin—Milwaukee Reporter.

ALLEN-KLAPP CO.
Chicago 11, Ill., 333 N. Michigan Ave.; Tel.: Randolph 6-9872.
E. F. Binder, Pres.
James S. McAnulty, Vice-Pres.
New York 17, N. Y., 551 Fifth Ave.; Tel.: MUrray Hill 2-4951.
J. W. Turnbell, Vice-Pres.
Detroit 2, Mich., 530 New Center Bldg.; Tel.: Trinity 5-0922.
R. A. Crooks, Off. Mgr.
Illinois—Belleville Advocate; Carbondale Southern Illinoisan; Freeport Journal-Standard; Herrin Southern Illinoisan; Macomb Journal; Matoon Journal-Gazette; Moline Dispatch; Murphysboro Southern Illinoisan; Ottawa Republican-Times; Paris Beacon-News; Quincy Herald-Whig; Rock Island Argus; Streator Times-Press; Taylorville Breeze-Courier.
Indiana—Anderson Bulletin & Herald; Bedford Time-Mail; Bloomington Herald-Telephone; Connersville News-Examiner; Fort Wayne News-Sentinel & Journal Gazette; Goshen News-Democrat; Kokomo Tribune.
Iowa—Cedar Rapids Gazette; Clinton Herald.
Kentucky—Winchester Sun.
Michigan—Adrian Telegram; Mount Clemens Monitor-Leader.
Minnesota—Albert Lea Tribune.
Ohio—Bryan Times.
Wisconsin—Monroe Times; Racine Journal-Times.

AMBROSE, J. V.
New York 17, N. Y., 521 Fifth Ave.; Tel.: MUrray Hill 7-2234.
Missouri—St. Louis Post-Dispatch.

ARKANSAS DAILIES, INC.
Memphis 3, Tenn., 1602 Sterick Bldg.; Tel.: 8-0534.
K. W. Howard, Mgr.
Darwin K. Flanigan
Dallas, Tex., Texas Bank Bldg.; Tel.: Prospect 2474.
S. W. Papert, Jr.
New York 17, N. Y., 60 East 42nd St.; Tel.: MUrray Hill 7-4750.
Chris Kelly
Jim O'Toole
Chicago 1, Ill., 360 N. Michigan Ave.; Tel.: Central 6-3448.
Lester Dothe
Detroit, Mich., 1763 Penobscot Bldg.; Tel.: Woodward 5-2895.
Harry Anderson
St. Louis, Mo., 706 Chestnut; Tel.: Chestnut 1965.
Steve Wright
Kansas City, Mo., 417 Finance Bldg.; Tel.: Victor 6361.
George Kelly
New Orleans, La., International Trade Mart; Tel.: Raymond 3538.
Clinton Bridgeman
Oklahoma City, Okla., Skirvin Tower; Tel.: Central 2-8025.
C. H. Bryson
San Francisco, Calif., 116 New Montgomery St.; Tel.: Yukon 2-3947.
Myron Elges
Los Angeles, Calif., 1330 Wilshire Bldg.; Tel.: DUnkirk 7-7575.
James Thacker
Denver, Colo., 312 Boston Bldg.; Tel.: Acoma 6474.
Ray Mohler
Arkansas—Arkadelphia Siftings-Herald; Camden News; Conway Log Cabin Democrat; El Dorado News and Times; Fayetteville N. W. Arkansas Times; Forrest City Times-Herald; Ft. Smith Southwest American & Times Record; Helena World; Hope Star; Hot Springs New Era-Sentinel Record; Jonesboro Sun; Magnolia Banner-News; Newport Independent; Paragould Press-Soliphone; Pine Bluff Commercial; Rogers News; Russellville Courier-Democrat; Searcy Citizen; Springdale News; Stuttgart Leader; Texarkana Gazette & News.

ARTHUR, WILBUR L.
New York 20, N. Y., 45 Rockefeller Plaza; Tel.: Circle 6-1919.
Illinois—Chicago News.

ASSOCIATED PUBLISHERS, INC.
New York 36, N. Y., 31 W. 46th St.; Tel.: JUdson 2-1177.
D. Arnett Murphy, Pres.
Joseph B. LaCour, Gen. Mgr.
Chicago 3, Ill., Suite 416, 166 W. Washington St.; Tel.: Andover 3-6343.
Norris G. Shervington, Mgr.
California—Los Angeles Eagle; San Francisco Sun-Reporter.
District of Columbia—Washington Afro-American.
Florida—Tampa Florida Sentinel.
Georgia—Savannah Tribune.
Illinois—Chicago Defender.
Kentucky—Louisville Defender.
Louisiana—Louisana Weekly; New Orleans.
Maryland—Baltimore National Afro-American; Local Afro-American.
Michigan—Detroit Michigan Chronicle.
Minnesota—Minneapolis Spokesman; St. Paul Recorder.
Missouri—Kansas City Call; St. Louis Argus.
New Jersey—Newark Afro-American.
New York—New York Age-Defender.
Ohio—Cleveland Call and Post; Cincinnati Leader; Columbus Sentinel.
Pennsylvania—Philadelphia Tribune; Philadelphia Afro-American.
Tennessee—Memphis Tri-State Defender.
Texas—Dallas Express; Houston Informer; Fort Worth Mind.
Virginia—Norfolk Journal and Guide; Richmond Afro-American.

BAKER, JR., JOHN H.
Detroit, Mich., Free Press Bldg., P. O. Box 919.; Tel.: Woodward 3-2444.
Illinois—Chicago News.

BARTLETT, F. A.
Seattle, Wash., 551 Skinner Bldg.
Washington—Port Angeles News; Pasco-Kennewick-Richland Tri-City Herald; Portland (Ore.) Journal.

BATES, WALLACE E.
Detroit, Mich., Penobscot Bldg.; Tel.: Woodward 2-8422.
Illinois—Chicago Tribune.

BIRCH & CO., R. J.
San Francisco 4, Calif., 300 Montgomery St.; Tel.: Douglas 2-4393.
R. J. Birch, Pres.
Frank McKenzie
Los Angeles 5, Calif., 3156 Wilshire Blvd.; Tel.: Dunkirk 72119.
Lawrence Jackson, Off. Mgr.
Shirley Goodrich
Massachusetts—Springfield Union, Republican and News.

BOGNER AND MARTIN (Partnership)
New York 17, N. Y., 295 Madison Ave.; Tel.: MUrray Hill 9-2587-88.
P. Joseph Bogner
Edmund Farrell
Chicago 11, Ill., 435 N. Michigan Ave.; Tel.: Superior 7-6048.
Lester M. Horner
Atlanta, Ga., Glenn Bldg.; Tel.: Main 3988.
Illinois—Hoopeston Chronicle Herald.
Indiana—Princeton Clarion News & Democrat
Missouri—Jefferson City Capital News; Jefferson City Post Tribune.
New Jersey—Bayonne Times; Long Branch Daily Record; Union City Hudson Dispatch.
New York—Binghamton Sun.

Chicago Representation of Following Newspapers.

Florida—Fort Lauderdale News.
New Jersey—Millville Republican.
Pennsylvania—Bedford Gazette; Carlisle Sentinel; Huntingdon News; Jeannette News-Dispatch; Jersey Shore Herald; Kane Republican; Lewistown Sentinel; Punxsutawney Spirit; Ridgway Record; State College-Bellefonte Center Times; Vandergrift News; West Chester Local News.

BOTTINELLI-KIMBALL INC.
New York 16, N. Y., 343 Lexington Ave.; Tel.: MUrray Hill 9-3833-4.
C. A. Bottinelli, Pres. & Treas.
Chicago 1, Ill., 360 N. Michigan Ave.; Tel.: State 2-4471.
Hil F. Best, Off. Mgr.
Detroit 26, Mich., Park Avenue Bldg.; Tel.: Woodward 2-7298.
Hil F. Best, Off. Mgr.
Philadelphia 7, Pa., 1218 Chestnut St.; Tel.: Kingsley 5-0270.
Wm. E. Wolfe, Off. Mgr.
Pittsburgh 22, Pa., 336 Fourth Ave.; Tel.: Express 1-1795.
L. R. Stewart, Jr., Off. Mgr.
Florida—Lake Wales Highlander.
Illinois—Galena Gazette; Lewistown News; Marseilles Press; Pontiac Leader; Savanna Times-Journal.
Kentucky—Corbin Times Tribune; Glasgow Times Journal; Harlan Enterprise; Hazard Herald; Maysville Public Ledger; Paris Enterprise; Richmond Register.
Louisiana—Bogalusa News; New Iberia Iberian.
Maine—Bangor Patriot.
New York—Dansville Breeze.
North Carolina—Roanoke Rapids Herald.
Ohio—Delphos Herald; East Palestine Leader; Gallipolis Tribune; Niles Times; Shelby Globe; Upper Sandusky Chief Union; Pomeroy-Middleport Sentinel.
Pennsylvania—Altoona Tribune; Ambridge Citizen; Ashland News; Bangor News; Beaver Valley Times; Bloomsburg Press; Bristol Courier; Canonsburg Notes; Charleroi Mail; Corry Journal; Danville News; Donora Herald American; Doylestown Intelligencer; DuBois Courier Express; Ellwood City Ledger; Gettysburg Times; Honesdale Wayne Independent; Jim Thorpe Times News; Lansdale North Penn Reporter; Lehighton Leader; Levittown Times; Lock Haven Express; McKeesport Daily News; Mahanoy City Record American; Milton Standard; Monessen Independent; Monongahela Republican; Mount Carmel Item; New Castle News; Philipsburg Journal; St. Mary's Press; Shenandoah Herald; Somerset American; Susquehanna Transcript; Tamaqua Courier; Tarentum, Pa. Valley Daily News; Titusville Herald; Tyrone Herald; Uniontown Herald Standard; Warren Times Mirror; Waynesburg Democrat Messenger.
South Dakota—Belle Fourche Post.
West Virginia—Grafton Sentinel; Hinton News.

BRANHAM COMPANY, The
Chicago 1, Ill., 360 N. Michigan Ave.; Tel.: Central 6-5726-27-28-29-30.
E. F. Corcoran, Pres.
J. B. Greenther, Vice-Pres-Treas.
New York, 99 Park Ave.; Tel.: MUrray Hill 2-4606.
M. H. Long, Ch. of Bd.
M. J. Foulon, Exec. Vice-Pres.
Al Marucchi, Vice-Pres.
Atlanta 3, Ga., Rhodes-Haverty Bldg., Tel.: Walnut 3025-26.
H. L. Ralls Vice-Pres.
C. E. Branham
D. H. Waddington
Detroit 2, Mich., General Motors Bldg. Tel.: Trinity 1-0440-41.
Edwin Charney
John Wolf
Dallas 1, Tex., 1005 Fidelity Union Life Bldg.; Tel.: Sterling 5831.
J. S. McCauley.
Eric McMaster
St. Louis 1, Mo., 908 Title Guaranty Bldg.; Tel.: Chestnut 6192.
Fred W. Johnson
John J. Schwarz
Charlotte 2, N. C., 2001 Liberty Life Bldg.; Tel.: 2-8839.
B. C. Finch
Memphis 3, Tenn., 1028 Sterick Bldg.; Tel.: 8-2344.
S. L. Nichols
San Francisco 3, Calif., 703 Market St.; Tel.: Yukon 2-1582.
Walter F. Patzlaff
Los Angeles 48, Calif., 6399 Wilshire Blvd.; Tel.: Webster 1-1551.
Roy Briscoe Davis
Miami, Fla., 496 N.E. 29th Terrace.
Dan Gattoni
Arkansas—Little Rock Democrat.
Georgia—Augusta Chronicle and Herald; Columbus Ledger & Enquirer; Macon Telegraph & News.
Kentucky—Louisville Courier-Journal & Times.
Louisiana—Monroe World & News Star; Shreveport Times and Journal.
Mississippi—Meridian Star.
Missouri—Springfield News & Leader-Press.
North Carolina—Asheville Citizen-Times; Raleigh News & Observer; Wilmington Star-News.
Oklahoma—Muskogee Phoenix & Times Democrat; Tulsa World & Tribune.
South Carolina—Columbia State & Record.
Tennessee—Jackson Sun; Nashville Tennessean & Banner.
Texas—Beaumont Enterprise & Journal; Dallas Times Herald; Houston Chronicle; San Antonio Express & News.

BROWNE & CO., INC., E. M.
New York—2 Broadway; Tel.: Digby 4-7129.
Canada—Newfoundland Sunday Herald.

BUDD COMPANY, THE JOHN
New York 17, N. Y., Graybar Bldg.; Tel.: LExington 2-4870.
J. A. Kowalski, Ch of Bd.
J. A. Crouse, Pres & G. M.
Chicago 11, Ill., Tribune Tower; Tel.: Superior 7-1262.
J. J. Cooper
Dallas 2, Tex., Davis Bldg., Tel.: Randolph 3188.
H. M. Hill
Atlanta 3, Ga., Healy Bldg.; Tel.: Walnut 3856.
J. Gordon Hewell
Detroit 26, Mich., Book Bldg.; Tel.: Woodward 3-0258.
B. C. Anderson-Smith.
San Francisco 5, Calif., 605 Market St.; Tel.: Yukon 2-3954.
A. S. Babcock
Los Angeles 5, Calif., 439 S. Western Ave., Tel.: Dunkirk 7-8135.
Wentworth Green
Seattle, Wash., 604 Medical Arts Bldg., Tel.: Main 6827.
Lloyd Thorpe
Alabama—Anniston Star; Mobile Press and Register.
Arkansas—Little Rock Arkansas Gazette.
Louisiana—Alexandria Daily Town Talk; Baton Rouge State-Times & Advocate.
Mississippi—Vicksburg Post & Herald.
South Carolina—Charleston Post & News Courier.
Tennessee—Johnson City Press-Chronicle.
Virginia—Danville Register & Bee; Norfolk Ledger-Dispatch & Virginian-Pilot.

BURKE, KUIPERS & MAHONEY, INC.
New York 17, N. Y., 420 Lexington Ave.; Tel.: MUrray Hill 9-1315-6-7-8-9.
S. P. Mahoney, Treas., Gen. Mgr.
C. W. Beller, Sec'y.
Chicago 1, Ill., 203 N. Wabash Ave.; Tel.: State 2-4218-9
C. A. G. Kuipers, Pres.
Dallas 1, Tex., 1410 Kirby Bldg.; Tel.: Randolph 2702.
A. W. Howe, Vice-Pres.
Oklahoma City 1, Okla., 558 First National Bldg.; Tel.: Regent 6-7417.
Keith Caldwell
Atlanta 3, Ga., 402 Candler Bldg.; Tel.: Lamar 0487.
Thomas M. Hurley
Charlotte, N. C., 917 Wilder Bldg.; Tel: 4-8219.
William J. Reese
Kansas City, Kan., 214 Dwight Bldg.; Tel.: Baltimore 8797.
C. M. Lintecum
San Francisco 5, Calif., Monadnock Bldg.; Tel.: Sutter 1-1060.
Richard Railton
Florida—Lakeland Ledger; Orlando Sentinel-Star; Fort Lauderdale News; Sarasota Herald-Tribune Journal.
Georgia—Americus Times-Recorder; Dublin Courier-Herald; La Grange News.
Illinois—Belleville News-Democrat; Rockford Star & Register-Republic; Waukegan News-Sun.
Indiana—Gary Post-Tribune; Hammond Times
Kansas—Chanute Tribune; El Dorado Times; Emporia Gazette; Ft. Scott Tribune-Monitor; Lawrence Journal-World; Ottawa Herald; Parsons Sun.
Kentucky—Paducah Sun-Democrat
Louisiana—Lafayette Advertiser.
Maryland—Hagerstown Herald-Mail.
Minnesota—Hibbing Tribune; Virginia Mesabi News and Range Facts.
Missouri—Independence Examiner.
New Jersey—Morristown Record.
New York—Dunkirk Observer & Grape Belt; Hudson Star & Register; Kingston Freeman; Middletown Times Herald.
North Carolina—Concord Tribune; Goldsboro News-Argus; Shelby Star.
Oklahoma—Ada News; Ardmore Ardmorite; McAlester News-Capital; Miami News-Record; Norman Transcript; Ponca City News; Shawnee News-Star; Stillwater News-Press.
Pennsylvania—Greensburg Review-Tribune; Hanover Sun; Sayre Times.
South Carolina—Greenwood Index-Journal; Rock Hill Herald; Sumter Item.
Texas—Austin American-Statesman; Port Arthur News; Waco News Tribune-Times Herald.
Wisconsin—Chippewa Falls Herald-Telegram; Manitowoc Herald Times & Two Rivers Reporter; Superior Telegram; Wausau Record-Herald.

CAPPER PUBLICATIONS, INC.
Topeka, Kansas; Tel.: 5-4421
H. S. Blake, Pres., Gen. Mgr. & Pub.
F. B. Cunningham, Nat'l Adv. Mgr., Newspaper Div.
R. I. Peele, Retail Adv. Mgr.
New York 17, N. Y., 420 Lexington Ave.; Tel.: LExington 2-1250.
W. L. McKee
Chicago 1, Ill., 333 N. Michigan Ave., Tel.: Central 6-5977.
Bernard Clark
Kansas City 6, Mo., Waltower Bldg. Tel.: Victor 3864
Joseph Story
San Francisco 4, Calif., 1207 Russ Bldg.; Tel.: Douglas 2-5220.
Fred Jameson
Los Angeles 17, Calif., 816 West 5, Room 402; Tel.: Michigan 4862.
Jack Gillies
Kansas—Topeka Capital and State Journal; Kansas City Kansan.

CLARK CO., INC., THOMAS F.
New York 22, 1 East 54th St.; Tel.: ELdorado 5-5666.
Thomas F. Clark, Pres. & GM.
Chicago, Ill., 35 East Wacker Dr.; Tel.: State 2-1663.
Paul Elsberry
Detroit, Mich., Penobscot Bldg.; Tel.: Trinity 1-8981.
Paul Pequinot
Atlanta, Ga., 922 William-Oliver Bldg.; Tel.: Lamar 7088.
Harry Cannon
Georgia—Brunswick News; Griffin News; Cartersville Tribune News.
Honolulu—Hawaii Times.
Indiana—Alexandria News; Greenfield Daily Reporter; Jeffersonville News.
Missouri—Trenton Republican-Times.
North Carolina—Dunn Record; Greenville Reflector; Tarboro Southerner; Washington News; Wilson Times.
South Carolina—Aiken Standard & Review; Orangeburg Times Democrat.
Texas—Bay City Tribune.

CLOSE, GEORGE D., INC.
New York 36, N. Y., 19 W. 44th St.; Tel.: MUrray Hill 7-5047.
Chicago 3, Ill., 122 S. Michigan Ave.; Tel.: Harrison 7-8085.
Detroit 2, Mich., 7-268 General Motors Bldg.; Tel.: Trinity 5-1803.
Atlanta 3, Ga., 1123 Mortgage Guarantee Bldg.; Tel.: Alpine 5084.
Philadelphia 7, Pa., 12 S. 12th St.; Tel.: Walnut 2-3555.
San Francisco 3, Calif., 5 Third St.; Tel.: Garfield 1-6740.
Los Angeles 5, Calif., 2978 Wilshire Blvd.; Tel.: Dunkirk 8-8158.

NEWSPAPER REPRESENTATIVES OF UNITED STATES AND CANADA—Continued

California—Anaheim Gazette; Antioch Ledger; Corona Independent; Wilmington Press Journal.
Nevada—Las Vegas Sun.

COLE, R. GEORGE
Chicago—228 N. LaSalle St.; Tel.: State 2-4829.
Massachusetts—Springfield Union News, Sunday Republican.

CRESMER & WOODWARD, INC.
New York 16, N. Y., 99 Park Ave., Tel.: OXford 7-1320.
Leonard L. Marshall, Pres. & Treas.
Roy L. Rubel, Exec. V. P.
Harry J. Wittschen, V. P.
Chicago 1, Ill., 230 N. Michigan Ave.; Tel.: Randolph 6-5341.
William T. Cresmer, Chairman
D. J. Worthington, Exec. V. P.
Detroit 2, Mich., New Center Bldg.; Tel.: Trinity 5-5730.
John L. Sterling, V. P.
San Francisco 5, Calif., 681 Market St.; Tel.: Exbrook 2-3501.
R. A. Claypool, V. P.
Los Angeles 5, Calif., 3460 Wilshire Blvd.; Tel.: DUnkirk 5-2431.
R. W. Tullar, Mgr.
Atlanta 3, Ga., 134 Peachtree St.; Tel.: Walnut 8113.
H. F. Cogill, Southern Mgr.
Arizona—Tucson Star-Citizen.
California—Grass Valley Union; Los Angeles Times (except Los Angeles); Oakland Tribune; Pasadena Star-News; Santa Barbara News-Press; Stockton Record.
Maryland—Baltimore Sun (except Chicago and Detroit).
Massachusetts—Boston Globe (except Chicago and Detroit).
Missouri—St. Louis Globe-Democrat (Pacific Coast only).
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AUSTIN & CO., W. H.
Toronto 1, Ont., 18 Toronto St.; Tel.: EM 3-5357.
W. H. Austin, Gen. Mgr.
Alberta—The Calgary Albertan.
British Columbia—Victoria Colonist Times.
Quebec—Le Devoir; Forest & Outdoors; Le Foyer Rural.
Saskatchewan—The Western Producer.
Eastern Canada—Parents' Magazine; Everywoman's Magazine.

BANNAN, JOHN
Toronto, Ont., Can., 147 University Ave.; Tel.: Empire 4-1163.
Quebec—Montreal Star; Family Herald & Weekly Star.

BARNES, THOS. W.
Montreal, Que., Can., 309 University Tower; Tel.: Un 6-8871.
Ontario—Toronto Daily Star; The Star Weekly.

BOUFFORD & ASSOC'S, D. L.
Toronto 1, Ont., 53 Yonge St.; Tel.: EMpire 8-8509.
Manitoba—Winnipeg La Liberte et le Patriote.
Ontario—Oecta (Teachers) News.
Quebec—Montreal Commerce (French) Magazine; La Terre de Chez Nous; Jeune Commerce; Revue de Pharmacie.

BROWNING, W. E.
Montreal, P. Q., Can., Dominion Square Bldg., Suite 1106; Tel.: University 6-8148.
Ontario—The Toronto Telegram.

CRESMER & WOODWARD (Canadian Division)
New York, N. Y., 99 Park Ave.
Alberta—Calgary Herald; Edmonton Journal; Medicine Hat News.
British Columbia—Vancouver Province; Victoria Colonist-Times.
Manitoba—Winnipeg Tribune.
New Brunswick—Saint John Telegraph-Journal & The Evening Times-Globe.
Ontario—Hamilton Spectator; Ottawa Citizen.

EDWARDS & COMPANY, LTD.
Toronto, Ont., Can., 34 King St., E.; Tel.: Empire 4-7693.
New York—New York Times.
Ontario—St. Thomas Times Journal; Toronto I. O. D. E. Echoes.
London, Eng.—The Times.

EVANS, JOHN F.
Toronto, Ont., Can., 372 Bay St.; Tel.: Empire 4-9907.
Quebec—Montreal Gazette.

GOODSON, W. A.
Toronto, Ont., Can., 147 University Ave.; Tel.: EMpire 8-4833.
Weekend Picture Magazine.

HALLADAY, A. H.
Toronto, Ont., Can., 73 Adelaide St., W.; Tel.: Empire 3-0655.
British Columbia—Nelson News.
Manitoba—Brandon Sun.
Quebec—Le Fournisseur des Institutions Religieuses; Le Bijoutier; Le Quebec Laitier; L'Industrie Hoteliere; Architecture-Batiment-Construction.

HAMILTON, JOHN R.
Montreal, P. Q., Can., 660 St. Catherine St., W.; Tel.: University 6-5942.
British Columbia—Nanaimo Free Press; Vancouver News-Herald.
Ontario—Chatham Daily News; Galt Reporter; Guelph Daily Mercury; Kirkland Lake Northern Daily News. Orillia Packet and Times; Oshawa Times-Gazette; Port Arthur News-Chronicle; Sarnia Canadian Observer; Timmins Daily Press; Welland-Port Colborne Tribune; Woodstock Sentinel-Review.
Quebec—Quebec Chronicle-Telegraph.
Saskatchewan—Moose Jaw Times-Herald; Prince Albert Daily Herald.
Prince Edward Island—Charlottetown Guardian.

HODGES, NORMAN L.
Montreal, Que. Can., 544 Canada Cement Bldg.; Tel.: University 1-2973.
Ontario—Toronto Globe & Mail.

HOUSTON, WILLIAM
Toronto, Ont., Can., 1110 Canada Permanent Bldg.; Tel.: Empire 4-4622.
Manitoba—Winnipeg Free Press.
Saskatchewan—Regina Leader Post, Saskatoon Star-Phoenix.

LAIDLAW, J. C.
Hamilton, Ont., Can., 25 Hughson St., South.
Ontario—Toronto Globe & Mail.

McGOEY BROS.
Toronto 2, Ont., Can., 345 Church St.; Tel.: Empire 6-7626-7.
Canada—Le Bulletin des Agriculteurs.
Halifax—The Maritime Merchant.
Winnipeg—The Country Guide.
Toronto—Ontario Milk Producer.

McPHEE, DOUGLAS
Toronto 12, Ont., Can., 2904 Yonge St., Tel.: HUdson 9-5451.
Quebec—L'Action Catholique.

MARSHALL, ALFRED
Toronto, Ont., Can., 73 Adelaide St., W.; Tel.: Empire 3-4179.
New Brunswick—Moncton L'Evangeline.

MEARS, FRED C.
Ottawa, 302 Victoria Bldg.
Quebec—Montreal Gazette.

PAYETTE, MARCEL
Montreal, Que., Can., 434 Notre Dame St., E.; Tel.: Be 3361.
Quebec—Le Devoir.

PEARSON, C. M.
Toronto, Ont., Can., 1-80 King St., W.; Tel.: Empire 3-2704.
British Columbia—Vancouver Sun.

REES, S. L.
Toronto, Ont., Can., 820 Imperial Life Tower; Tel.: Empire 4-9652.
S. L. Rees, Pres.
Quebec—Montreal La Presse.

ROSE, HUGH
(Vaughan, Dean)
Toronto, Ont., Can., 101 McKinnon Bldg.; Tel.: Empire 4-1016.
Quebec—Montreal La Patrie.

SNELLING, W. T.
Toronto, Ont., Can., Room 402, 112 Yonge St.; Tel.: EMpire 8-5616.
Manitoba—Portage La Prairie Graphic.
Quebec—Montreal Le Canada; Le Progres du Saguenay; Chicoutimi; Montreal Electro Mecanismes; Le Quebec Industriel; Mart Magazine.

SOUTHAM NEWSPAPERS
Toronto, Ont., Can., 388 Yonge St.; Tel.: Empire 4-9229.
Montreal, Que., Can., 1070 Bleury St.; Tel.: University 6-3579.
Alberta—Calgary Herald; Edmonton Journal; Medicine Hat News.
British Columbia—Vancouver Province.
Manitoba—Winnipeg Tribune.
Ontario—Hamilton Spectator; Ottawa Citizen.

THOMSON NEWSPAPERS
Toronto, Ont., Can., 44 King St., W.; Tel.: EMpire 3-8894.
Montreal, Que., Can., 225 University Tower Bldg.; Tel.: University 6-5942.
Ontario—Galt Reporter; Guelph Mercury; Kirkland Lake Northern News; Orillia Packet and Times; Oshawa Times Gazette; Port Arthur News Chronicle; Sarnia Canadian Observer; Timmins Press; Welland-Port Colborne Tribune; Woodstock-Ingersoll Sentinel-Review.
Quebec—Quebec Chronicle Telegraph.
Saskatchewan—Prince Albert Herald; Moose Jaw Times Herald.
British Columbia—Vancouver News-Herald; Nanaimo Free Press.
Florida—St. Petersburg Independent.

TOPPIN, ALBERT H.
Toronto, Ont., Can., Suite 401-2, 53 Yonge St.; Tel.: Empire 4-6922.
Quebec—Quebec City, Le Soliel-L'Evenement Journal; Trois Rivieres, Le Nouvelliste; Sherbrooke, La Tribune.

VATCHER & CO. LTD., T. G.
Toronto 1, Ont., Can., 137 Wellington St., W.; Tel.: EMpire 8-7839.
Alberta—Lethbridge Herald.
British Columbia—Prince Rupert News.
New Brunswick—Fredericton Gleaner.
Newfoundland—St. Johns Evening Telegram.
Nova Scotia—Amherst News.
Ontario—Brockville Recorder & Times; Cornwall Standard-Freeholder; Niagara Falls Review; Owen Sound Sun-Times; Sudbury Daily Star.

WILLIAMS, E. A.
Toronto 1, Ont., Can., 917 Metropolitan Bldg.; Tel.: Empire 6-4989.
Montreal, Que., Can., Canada Cement Bldg.; Tel.: University 1-3093.
R. J. Burns, Off. Mgr.
Nova Scotia—Halifax Chronicle-Herald and Mail-Star.
Ontario—Ottawa Journal; Ottawa Farm Journal.
Quebec—Granby: La Voix de l'Est; Chicoutimi: Le Progrès Du Saguenay.

CARRIER PUBLICATIONS FOR NEWSBOYS AND DEALERS

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
ARIZONA						
Phoenix	Republic	Young Republic	8	4 × 12"	Monthly	Dorothy Rhoades
Phoenix	Gazette	Carrier Edition	8	4 × 12"	Monthly	Claire Pierce
CALIFORNIA						
Fresno	Bee	Bee, Jr.	32	4 × 11"	Monthly	Audrey Briggs
Hollywood	Citizen-News	Citizen News Jr.	4	5 × 15"	Monthly	Cherry Boatman
Long Beach	Press-Telegram	Pep	12	5 × 15½"	Monthly	Virginia Bridges, Eddie Johnson
Los Angeles	Examiner	Junior Examiner	4	5 × 16"	Monthly	Lou Robeson
Los Angeles	Herald and Express	Junior Merchant	12	3 × 12"	Bi-M.	Charlotte Celian
Los Angeles	Times	Young Timers	12	8½ × 11"	Monthly	William Levering
Los Angeles	Mirror	Mirr-O-Boy	8	9 × 11"	Quarterly	William Levering
Modesto	Bee	Bee, Jr.	24	8½ × 11"	Monthly	Carlo Bua
Oakland	Tribune	Dealer's Edition	8	5 × 15"	Monthly	Dale Downing
Palo Alto	Times	Junior	10-16	4 × 10"	Monthly	Al Rehm
Pasadena	Star-News	Snap	12	3 × 10"	Monthly	Robt. Lippiatt
Redwood City	Tribune	Carrier Pigeon	8	4 × 11"	Monthly	Raymond Truscott
Sacramento	Bee	Bee, Jr.	24	8½ × 11"	Bi-M.	J. G. Birum
San Bernardino	Sun-Telegram	Sun-Tel	4	3 × 8½"	Monthly	E. J. Davis
San Francisco	Call-Bulletin	Junior Call Bulletin	8	5 × 16"	Monthly	Don Wood
San Francisco	News	Carrier News	4	5 × 15"	Monthly	James Louvau
San Jose	Mercury-News	Ink Spots	4	8½ × 10¾"	Monthly	D. K. Stern
Visalia	Times-Delta	Carrier News	12	Mimeo	Monthly	Stan Parsons
COLORADO						
Denver	Rocky Mt. News	Lighthouse	4	5 × 15"	Monthly	Thomas Timmins
FLORIDA						
Miami	News	News Junior	4	5 × 15"	Monthly	Derek Dunn-Rankin
GEORGIA						
Atlanta	Constitution & Journal	Carrier	8	Tabloid	Monthly	Harold Andrew
HAWAII						
Honolulu	Advertiser	Opiopio Kuai	12	8½ × 11"	Monthly	Jerry Burtnett
Moline	Dispatch	Carriers Dispatch	4	7½ × 11½"	Monthly	Lyle Kappler
Peoria	Journal-Star	Our Boys	4	5 × 15"	Monthly	R. I. Lulay
ILLINOIS						
Bloomington	Pantagraph	Family Circle	8	4 × 12"	Monthly	Stanley Lantz
INDIANA						
Indianapolis	Star	Star Dust	4	9½ × 12"	Monthly	Alan L. Schrader
Indianapolis	News	News Carrier	4	11⅛ × 15½"	Monthly	Alan L. Schrader
Washington	Democrat	Newspaper Boy Press	6-12	8 × 20½"	Monthly	John Backes
MAINE						
Bangor	News	Sun Riser	20-30	8½ x 11"	Monthly	Jack Moran
MASSACHUSETTS						
Worcester	Telegram Gazette	Brass Tacks	4	4 × 12½"	Bi-M.	Fred M. Brandes
MICHIGAN						
Detroit	Free Press	Carrier Salesman Bulletin	6-8	4 × 10½"	Monthly	Earl R. Milne
Detroit	News	News Salesman	6-8	4 × 10½"	9-10 Yrly.	James Russell
Grand Rapids	Herald	Carrier's Herald	8	4 × 11½"	Monthly	Doris Branson
Saginaw	News	Profit Builder	4-8	8½ × 11"	Monthly	Robert H. Schmidt
MINNESOTA						
Minneapolis	Star-Tribune	Carrier Salesman	4	5 × 15"	Monthly	Wm. Tupper
NEBRASKA						
Lincoln	Journal	Little Merchant	4	Tabloid	Monthly	
Lincoln	Star	Lincoln Star Junior	4	Tabloid	Monthly	
NEVADA						
Reno	State Journal	Live Wire	12	8½ × 11"	Monthly	Pat Yasmer
NEW JERSEY						
Elizabeth	Journal	Carrier's Journal	1-2	8 × 10"	Weekly	W. B. Gross
Hackensack	Bergen Evening Record	Carrier Bulletin	2	8½ × 11"	Weekly	William Shipe
Newark	News	Junior Executive	4	9 × 12"	Monthly	James Daly
Passaic	Herald-News	Carrier Salesman	4	4 × 8½"	Monthly	W. V. Benken
NEW YORK						
Buffalo	News	News News	4	9½ × 10¾"	Monthly	Jim Green
Long Island	Newsday	Go-Getter News	8	7 × 10"	Monthly	Geo. Britting
Long Island	Newsday	Dealer's Choice	8	8⅜ × 11"	Monthly	Neil T. Chapman
OHIO						
Cincinnati	Post	Guide Post	4	Tabloid	Monthly	E. Karain
Cleveland	Plain Dealer	Forest City Log	12-16	4 × 10¾"	Monthly	John Blair
Cleveland	Press	Press	4	Tabloid	Monthly	L. P. McNeil
Columbus	Dispatch	Little Dispatcher	8	4 × 12"	Monthly	.....
Columbus	Ohio State Journal	Journalette	8	4 × 11½"	Monthly	.....
Fremont	News-Messenger	Carrier Roundup	8	4 × 11½"	Monthly	Robt. Galligan
OKLAHOMA						
Bartlesville	Examiner Enterprise	Breeze	4	11½ × 14"	Weekly	Russell Covell
Oklahoma City	Oklahoman & Times	Carrier Courier	1	Full Page	Monthly in Sun. ed.	Jack Rector
Okmulgee	Times	Carrier Salesman	2	8½ × 11"	Semi-Weekly	Russell Covell
OREGON						
Portland	Oregonian	Courier	8	3 × 11"	Monthly	Geo. Classman
PENNSYLVANIA						
Erie	Dispatch	Dispatcher	8	5 × 15"	Monthly	James West
Lancaster	Journal-New Era	Snips	8	3 × 11"	Monthly	Gerry Lestz
Pittsburgh	Press	The Lighthouse	4	5 × 15"	Monthly	Robt. O. Dyer
Pittsburgh	Sun-Telegraph	Tele-Fax	12	4 × 10"	Bi-M.	Lloyd Anderson
Williamsport	Grit	Push	16	2 × 7½"	Monthly	Henry L. Keller
SOUTH CAROLINA						
Charleston	News & Courier	Carrier Headliner	1	Mimeo	Weekly	J. Allen Morris
TENNESSEE						
Knoxville	News-Sentinel	News-Sentinel, Jr.	4	5 × 15½"	Monthly	.....
TEXAS						
Dallas	News	Carrier News	4	4 × 11½"	Semi-M.	Buster Gilmore
San Antonio	Light	Carrier Roundup	4-8	4 × 11½"	Monthly	W. W. Curd
Terrell	Tribune	American News-paperboy	4	4 × 8"	Monthly	.....
Tyler	Courier-Times & Telegraph	Carrier-Times	Varies	8½ x 11"	Monthly	Bob Holden
VERMONT						
Burlington	Free Press	Green Mountain Boy	1	8½ × 11"	Weekly	Frank Heinrich
WASHINGTON						
Centralia-Chehalis	Chronicle	Chronicle Observer	1	8 × 14"	Weekly	Joe Van Der Hoeff
Olympia	Olympian	Olympian Carrier Bulletin	1	Letter Size	Weekly	John Dyrant
Pasco-Kennewick-Richland	Columbia Basin News	Junior News	3-4	8½ × 11"	Monthly	Paul E. Lee
Seattle	Times	Young Merchant	4	5 × 15¾"	Monthly	Robt. L. Anderson
Tacoma	News-Tribune	Livewire	4-8	8½ × 12"	Monthly	Martin Benum
Wenatchee	World	Junior World	1-3	8½ × 11"	Weekly	Dean Gillin
WISCONSIN						
Milwaukee	Sentinel	Carrier's Sentinel	4-8	5 × 16"	Monthly	Claude Nuedling
Oshkosh	Northwestern	Stepping Stones	5-7	8½ × 11"	Monthly	C. A. Thomas

(Continued on page 250)

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Indianapolis Star
Detroit News
Minneapolis Star Tribune
Columbus Dispatch
Cleveland Plain Dealer
Des Moines Register
Milwaukee Journal

CARRIER PUBLICATIONS—Continued

(Continued from page 249)

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
DOMINION OF CANADA						
ALBERTA						
Calgary	Herald	Go-Getter	6-8	4 × 10"	6 times yr.	B. Lorenzo
BRITISH COLUMBIA						
Vancouver	Sun	The Hustler	8	5 × 16"	Bi-M.	G. Habkirk
NEW BRUNSWICK						
Moncton	Times & Transcript	Carrier	4	5 × 16"	Monthly	L. Dorman
ONTARIO						
Ottawa	Journal	Carrier Salesman	4-6	Foolscap	Monthly	E. B. Brackenbury
Toronto	Telegram	Carrier's Telg	4	Tabloid	Bi-M	Jane McGilliuray
Toronto	Star (City Circ.)	Route Builder	8	4 × 11¼"	Monthly	Donald Dunk
Toronto	Star (Country Circ.)	Route Builder	4	4 × 11¼"	Monthly	Carlton G.
Toronto	Star Weekly (City Circ.)	Carrier Salesman	4	2 × 8½"	Quarterly	C. G. Sandlos
Toronto	Star Weekly (Country Circ.)	Rising Star	8	2 × 8½"	Quarterly	C. G. Sandlos

MAGAZINE SECTIONS, GROUP UNITS AND NETWORKS—Cont'd

OUTDOOR TIPS—Cont'd
Eastern Market No. 2
New York Times
Philadelphia Inquirer
Boston Globe
Pittsburgh Press
Washington, D. C., Post
Baltimore Sun
Southern Market No. 3
Arkansas Gazette
Charlotte Observer
Dallas Times Herald
Houston Chronicle
Knoxville News-Sentinel
Memphis Commercial Appeal
Miami Herald
San Antonio Express
New Orleans Times-Picayune
Tampa Morning Tribune
Daily Oklahoman
Western Market No. 4
Los Angeles Times
Oakland Tribune
San Diego Union
San Francisco Chronicle
Denver Post
Oregon Journal
Seattle Times

PACIFIC SUNDAY MAGAZINE GROUP
For details consult:—
Cresmer & Woodward, Inc.
O'Mara & Ormsbee, Inc.
Reynolds-Fitzgerald, Inc.
Sawyer-Ferguson-Walker Co.
West-Holliday Company, Inc.

Fresno Bee
Long Beach Press-Telegram
Los Angeles Times
Oakland Tribune
Portland Journal
Sacramento Bee
San Diego Union
San Francisco Chronicle
Seattle Times
Spokane Spokesman-Review
Tacoma News-Tribune

PARADE PUBLICATIONS, INC.
405 Lexington Avenue, New York 17, N. Y.
Arthur H. Motley, Publisher
N. B. Brodhead, executive vice-president; Walter I. Tenney, vice-president; Jess Gorkin, editor; E. H. Kimball, advertising sales manager; W. V. Bowers, New York advertising manager.
135 South LaSalle St., Chicago 3, Illinois.
L. B. Moses, vice-president.
A. F. Collins, Chicago advertising manager.
3975 Penobscot Bldg., Detroit 26, Michigan.
J. L. Hammen, Detroit advertising manager.
Keenan & Eickelberg:
235 Montgomery St.
San Francisco 4, Cal.
2978 Wilshire Blvd.
Los Angeles 5, Cal.
333 S. W. Oak St.
Portland 4, Oregon
Akron Beacon Journal
Albuquerque Journal
Beaumont Sunday Enterprise
Boston Sunday Post
Bridgeport Sunday Post
Charleston Daily Mail
Chicago Sunday Sun-Times
Columbus (Ga.) Sunday Ledger-Enquirer
Columbus (Ohio) Citizen
Corpus Christi Caller-Times
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Dispatch
Evansville (Ind.) Sunday Courier and Press
Fort Wayne Journal Gazette
Fort Worth Star-Telegram
Greenville (S. C.) News
Harrisburg Sunday Patriot-News
Hartford Courant
Indianapolis Times
Knoxville News Sentinel
Little Rock (Ark.) Gazette
Long Beach (Calif.) Sunday Independent Press-Telegram
Long Island Sunday Press
Macon Telegraph and News
Madison (Wisc.) State Journal
New Bedford Standard-Times
Newark Sunday Star-Ledger
Norfolk Virginian-Pilot
Oakland Tribune
Peoria (Ill.) Sunday Journal-Star
Portland Sunday Telegram and Sunday Press Herald
Roanoke Times
St. Louis Post-Dispatch
San Diego Union
Scranton Scrantonian
Sioux Falls Argus-Leader
Syracuse Herald-American
Washington Post
Wichita Sunday Eagle
Wheeling News-Register
Youngstown Vindicator

PICTORIAL REVIEW
959 Eighth Ave., New York 19, N. Y.
Hearst Advertising Service.
Baltimore American
Boston Advertiser
Chicago American
Detroit Times
Milwaukee Sentinel
New York Journal-American
Pittsburgh Sun-Telegraph
Los Angeles Examiner (Pictorial Living Magazine)
San Francisco Examiner
Seattle Post-Intelligencer

PUCK—THE COMIC WEEKLY
63 Vesey St., New York 7, N. Y.
Edited by King Features Syndicate, Robert P. Davidson, general manager in charge of advertising.
Albany Times-Union
Baltimore American
Boston Advertiser
Chicago American
Dallas Times Herald
Detroit Times
Houston Post
Long Island Press*
Los Angeles Examiner
Milwaukee Sentinel
Newark Star Ledger*
New York Journal-American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe Democrat
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington (D. C.) Post and Times-Herald
*Optional

RIO GRANDE VALLEY GROUP
Harlingen, Texas
L. G. Nicolai, national advertising director
Brownsville Herald
Harlingen Star
McAllen Monitor

SATURDAY HOME COMIC
(See Representative: Hearst Advertising Service.)
New York Journal-American
Chicago American

SOUTHEASTERN COLOR COMIC SECTIONS
Southeastern Publishers Service, Inc., A. L. Brandon, Sec'y., P. O. Box 535, Rocky Mount, N. C.
Albany Herald
Anniston Star
Burlington Times-News
Fayetteville Observer
Florence News
Gastonia Gazette
High Point Enterprise
Johnson City Press-Chronicle
Newport News Press
Petersburg Progress-Index
Rocky Mount Telegram
Salisbury Post

SOUTHERN FUNNYPAPERS INC.
Charles W. Hurley Co., 102 National City Bldg., Dallas 1, Tex.
Borger News-Herald
Denton Record-Chronicle
Galveston News-Tribune
Greenville Herald
Texas City Sun
Tyler Courier-Times-Telegraph

STAUFFER GROUP—COMIC SUPPLEMENTS
Independent, Grand Island, Nebr.
Arkansas City (Kan.) Traveler
Grand Island (Nebr.) Independent
Pittsburg (Kan.) Headlight-Sun
Shawnee (Okla.) News-Star

TEXAS HARTE-HANKS COMIC GROUP
927 National City Bldg., Dallas 1, Texas
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder News

TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas 1, Texas, Riverside 9331; New York 17—52 Vanderbilt Ave.; 400 N. Michigan Ave., Chicago 11, Ill. (Texas Harte-Hanks Comic Group—Sunday com sections of 9 newspapers below)
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder Daily News

TEXAS SUNDAY COMIC SECTION, INC.
507 Texas Bank Bldg., Dallas 2, Tex.
TEXAS:
Alice Echo
Amarillo Globe News
Bonham Favorite
Brenham Banner-Press
Brownsville Herald
Brownwood Bulletin
Childress Index
Del Rio News-Herald
El Paso Times
Gainesville Register
Gonzales Inquirer
Harlingen Star
Henderson News
Jacksonville Progress
Kerrville Times
Lamesa Reporter
Longview News Journal
Lubbock Avalanche Journal
Lufkin News
McAllen Monitor
Midland Reporter-Telegram
Odessa American
Palestine Herald Press
Pampa News
Sherman Democrat
Sulphur Springs News-Telegram
Sweetwater Reporter
Taylor Press
Temple Telegram
Texarkana Gazette-News
Vernon Record
Victoria Advocate
Waxahachie Light

ARKANSAS:
Hot Springs Sentinel-Record

CALIFORNIA:
Santa Ana (Calif.) Register
San Bernardino Sun-Telegram

ILLINOIS:
Champaign News-Gazette

KANSAS:
Atchison Globe
Coffeyville Journal
Independence Reporter
Parsons Sun

LOUISIANA:
Bastrop Enterprise
Crowley (La.) Signal
Opelousas World

MISSISSIPPI:
Natchez Times

NEVADA:
Ely Times
Las Vegas Review-Journal

NEW MEXICO:
Clovis News-Journal
Farmington Times
Hobbs News-Sun
Portales News
Santa Fe New Mexican
Tucumcari News

OKLAHOMA:
Clinton News
Cushing Citizen
Duncan Banner
Durant Democrat
Elk City News
Guymon Herald
Henryetta Free Lance
Lawton Constitution Press
Seminole Producer
Phoenix Arizona Republic
Pittsburgh Press
Portland Oregon Journal
Providence Journal
Richmond Times-Dispatch
Rochester Democrat and Chronicle
Salt Lake Tribune
St. Louis Globe-Democrat
San Antonio Express
San Francisco Chronicle
Spokane Spokesman-Review
Washington Star
Wichita Eagle

THIS WEEK MAGAZINE
420 Lexington Ave., New York 17, N. Y.
William I. Nichols, editor; Alan Bolte, advertising director.
Baltimore Sun
Birmingham News
Boston Herald
Charlotte Observer
Chicago Daily News
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas Morning News
Des Moines Register
Detroit News
Houston Post
Indianapolis Star
Jacksonville Florida Times-Union
Los Angeles Times
Memphis Commercial Appeal
Miami News
Milwaukee Journal
Minneapolis Tribune
New Orleans Times-Picayune
New York Herald Tribune
Norfolk Virginian-Pilot
Philadelphia Bulletin

WEEKEND MAGAZINE
231 St. James St. W. Montreal
John McConnell, president
Mark Farrell, vice president & general manager
A. G. Gilbert, editorial director
W. D. Taylor, director of advertising
W. A. Goodson, assistant advertising manager. (Toronto)
O'Mara & Ormsbee Inc., Graybar Bldg., 420 Lexington Ave., New York; LaSalle-Wacker Bldg., Chicago 1, Ill; 640 New Center Bldg., Detroit 2, Michigan; Russ Building San Francisco, California; 612 S. Flower St., Los Angeles, Cal.
Calgary-The Albertan
Corner Brook, Nfld-The Western Star
Fort William-The Daily Times-Journal
Hamilton-The Hamilton Spectator
Kingston-The Kingston Whig-Standard
Kirkland Lake-Northern Daily News
London-The London Free Press
Moncton-The Times and Transcript
Montreal-The Montreal Star
Moose Jaw-Moose Jaw Times-Herald
Ottawa-The Ottawa Citizen
Peterborough-Peterborough Examiner
Port Arthur-The News Chronicle
Prince Albert-Prince Albert Daily Herald
Quebec-Quebec Chronicle-Telegraph
Saint John, N.B.-The Telegraph-Journal & Evening Times-Globe
St. John's Nfld.-The Evening Telegram
Sudbury-The Sudbury Daily Star
Sydney-The Post-Record
Timmins-The Daily Press
Toronto-The Telegram
Vancouver-The Sunday Sun
Victoria-The Sunday Times
Winnipeg-The Winnipeg Tribune
Montreal-The Standard

WESTCHESTER GROUP
Westchester County Publishers, Inc.
Reporter Dispatch Bldg., White Plains, N. Y.
Hugh W. Robertson, editor; Anthony Hyde Francis, general advertising director; Guido P. Cribari, sports editor; Charles H. Griffin, retail advertising director.
Mamaroneck Times
Mt. Vernon Argus
New Rochelle Standard Star
Ossining Citizen Register
Port Chester Item
Tarrytown News
White Plains Reporter Dispatch
Yonkers Herald Statesman
(Affiliated with Peekskill Star)

WYOMING COLOR COMIC GROUP
(See Representatives: West-Holliday Co., Inc.)
Cheyenne Wyoming State Tribune
Laramie Bulletin
Rawlins Times
Rock Springs Sunday Miner
Worland Northern Wyoming News

PULLING
POWER
with First 3's
SUNDAY PUNCH

POWER OF CONCENTRATION—
Highest concentrated coverage in the compact FIRST 3 metropolitan areas of the company—62% average family coverage.

POWER OF FAR-REACHING INFLUENCE—
An average family coverage of 47% in 1,457 cities and towns, and 46% in 294 counties.

POWER OF A RICH MARKET—
A market with 28% of the U. S. families who buy 31% of the total U. S. sales at retail, 33% of the food, 28% of the drugs, 33% of furniture and household, and 40% of all apparel.

POWER OF FIRST NEWSPAPERS—
Newspapers first in circulation and display advertising—The New York Sunday News, The Chicago Sunday Tribune, The Philadelphia Sunday Inquirer.

POWER OF READERSHIP—
Three Sunday Magazines packed with interesting editorial content and pictures that assure high reader traffic:

NEW YORK SUNDAY NEWS
Coloroto Magazine

CHICAGO SUNDAY TRIBUNE
Magazine

PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine

POWER OF FINEST REPRODUCTION—
Finest Rotogravure and Colorgravure reproduction offers maximum package and product EYE-dentification.

POWER OF CIRCULATION—
over 6,300,000.

POWER OF LOW RATES—
Cost per thousand rates, among the lowest in national media, produce maximum sales at minimum advertising cost.

This is the power behind your sales message when you advertise in:

FIRST 3
MARKETS GROUP

THE GROUP WITH THE SUNDAY PUNCH
NEW YORK SUNDAY NEWS
Coloroto Magazine
CHICAGO SUNDAY TRIBUNE
Magazine
PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine
News Bldg., 220 E. 42nd St., N.Y. 17
VAnderbilt 6-4894
Tribune Tower, Chicago 11
SUperior 7-0043
155 Montgomery St., San Francisco 4
GArfield 1-7946
1127 Wilshire Blvd., Los Angeles 17
MIchigan 0259

PAPERS REPRESENTED IN U. S. PRESS GALLERY

This listing was compiled from the Official Congressional Directory, 84th Congress, 1st Session, published March 1955.

STANDING COMMITTEE OF CORRESPONDENTS

Clayton Knowles, Chairman
Frank Allen, Secretary
Milton Berliner
John T. Norman
Pat Munroe

HOUSE PRESS GALLERY

William J. Donaldson, Jr., superintendent, 3730 Brandywine Street.

Anthony P. Demma, 2227 Chapman Road, Lewisdale, Hyattsville, Md.; Richard L. Embly, 606 East Capitol Street; and Benjamin C. West, 3612 Gramby Street, Radiant Valley, Md., assistant superintendents.

SENATE PRESS GALLERY

Harold R. Beckley, superintendent, 7 Normandy Drive, Silver Spring, Md.

Joseph E. Willis, 2907 John Marshall Drive, Arlington, Va.; Howard C. Dawes, Congress Hotel, and Don C. Womack, 5818 Twenty-sixth Street North, Arlington, Va., assistant superintendents.

A

Aberdeen (S. Dak.) American News, Walter T. Ridder, Wesley G. Peyton, Robert E. Lee, 808 Albee Bldg.

Abilene (Tex.) Reporter News, Elizabeth S. Carpenter, Leslie E. Carpenter, 1202 National Press Bldg.

Aftontidningen (Sweden), Else Strom, 1555 Colonial Terrace, Arlington, Va.

Akron (Ohio) Beacon Journal (e.), Paul R. Leach, Radford E. Mobley, Jr., Peter Lisagor, Edwin A. Lahey, James M. Haswell, Milton B. Freudenheim, 1286 National Press Bldg.

Albany Knickerbocker News, Paul L. Martin, Reginald F. Torrey, William A. Garrett, James T. Rogers, Kenneth M. Scheibel, 1267 National Press Bldg.

Albany Times-Union, David Sentner, William P. Flythe, 301 Pennsylvania Bldg.

Albuquerque Journal, Pat Munroe, William Graves, 1201 National Press Bldg.

Albuquerque (N. Mex.) Tribune (e.), Ruth Finney, 1013 Thirteenth St.

Alexandria Gazette, Raymond L. Hatcher, 317 King St., Alexandria, Va.

Alhambra (Calif.) Post-Advocate, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Allentown Call-Chronicle, Stanley E. Degler, 1275 National Press Bldg.

Amarillo News (m.), Bascom N. Timmons, Ernest Conine, 1253 National Press Bldg.

American Banker Daily, U. V. Wilcox, John H. Donoghue, 607 Albee Bldg.

American Metal Market, Wilfred Redmond, Freeman C. Bishop, O. K. Rannells, 506 American Bldg.

Anchorage (Alaska) Daily Times, Robert S. Allen, Paul Scott, A. Robert Smith, 1204 National Press Bldg.

Anchorage (Alaska) News, Alice Frein Johnson, 3000 39th St.

Anderson (S. C.) Independent, Edward H. Sims, 1090 National Press Bldg.

Aneta News Agency, Simon Koster, 2921 28th St.

Ann Arbor (Mich.) News (e.), Mark Foote, William F. Pyper, 906 Colorado Bldg.

Anniston (Ala.) Star, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.

Appleton (Wis.) Post-Crescent (e.), Frances McKusick, 21 Kennedy St.

Arizona Republic, Jerry W. Poole, 608 Albee Bldg.

Arkansas Democrat (e., S.), Bascom N. Timmons, Mary C. Lusby, Charles O. Gridley, 1253 National Press. Bldg.

Arkansas Gazette, Leslie E. Carpenter, Elizabeth S. Carpenter, 1202 National Press Bldg.

Artesia (N. Mex.) Press, Helene C. Monberg, 812 17th St.

Asahi Shimbun, Isami Suzukwa, 820 National Press Bldg.

Associated Negro Press, Alice A. Dunnigan, 1915 14th St.

Associated Newspapers, Ltd., of Australia, Leander E. Fitzgerald, 1251 National Press Bldg.

Associated Press, W.L. Beale, Jr., D. Harold Oliver, J. B. Engle, Elton C. Fay, Ernest G. Warren, Raymond J. Crowley, Edwin B. Haakinson, Karl Bauman, John M. Hightower, W. T. Peacock, Ovid A. Martin, J. W. Davis, Hamilton Faron, Earl Berkley, L. T. Easley, Jr., Paul M. Yost, Charles C. Haslet, Jack L. Bell, W. F. Arbogast, Sterling F. Green, Herman R. Allen, Gardner Bridge, Margaret Kernodle, Arthur S. Roberts, Jane Eads, Richard P. Powers, Donald Kovacic, Edward H. Higgs, J. Frank Tragle, James Marlow, T. S. Adams, Willard H. Mobley, Marvin L. Arrowsmith, Bennett Wolfe, Norman Walker, Harrison B. Humphries, Sigrid Arne, Morris M. Cleavenger, James C. Munn, Norman Carignan, Donald Sanders, John Scali, Arthur L. Edson, John Chadwick, Frank E. Taylor, Jr., Rowland Evans Jr., Alfred E. Wall, Robert E. Geiger, R. Gordon Brown, William O. Varn, W. Joynes Macfarlan, Ruth Baldwin Cowan, Roger D. Greene, Vern Haugland, Dillon Graham, Harry P. Snyder, Francis E. Carey, Don Whitehead, Wilbur Jennings, C. Yates McDaniel, B. L. Livingstone, G. M. Kelly, Joseph W. Hall, Jr., Fred S. Hoffman, Edward F. Creagh, Frank O'Brien, Jr., Frank W. Vaille, Wilmot W. Hercher, Charles F. Barrett, Marion Burson, John H. Kamps, H. Lee Garrett, Russell Brines, Ray Henry, Warren Rogers, Jr., Anthony Catella, Jerry T. Baulch, Merle Gulick, J. Herbert Altschull, Edmond Le Breton, Douglas B. Cornell, James B. Sibbison, John B. McDonald, Bem Price, Ben Meyer, Spencer Davis, O. Whitney Shoemaker, Frank Cormier, Star Bldg.

Atlanta (Ga.) Constitution (m.), Gladstone Williams, 1295 National Press Bldg.

Atlanta Daily World, Louis R. Lautier, 2007 15th St.

Atlanta (Ga.) Journal (e., S.), Kenneth H. Turner, 614 Albee Bldg.

Aurora (Ill.), Beacon-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Austin-American Statesman, Sarah McClendon, 1001 National Press Bldg.

Australian Newspapers Service, Sydney R. Heymanson, 1196 National Press Bldg.

B

Baltimore American, David Sentner, William P. Flythe, 301 Pennsylvania Bldg.

Baltimore (Md.) Evening Sun, George W. Combs, 1214 National Press Bldg.

Baltimore (Md.) News-Post (e.), David Sentner, William P. Flythe, Ralph J. Sybert, 301 Pennsylvania Bldg.

Baltimore (Md.) Sun (m.), Dewey L. Fleming, Paul W. Ward, William H. Y. Knighton, Jr., Frank R. Kent, Gerald E. Griffin, Thomas O'Neill, Rodney Crowther, Howard M. Norton, Phillip Potter, Mark S. Watson, Peter J. Kumpa, 1214 National Press Bldg.

Bangor Daily News, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

Bangor Patriot, Marietta Dake, 3714 Thornapple St., Chevy Chase, Md.

Baton Rouge Morning Advocate, Edward Jamieson, Kay Ray, Bascom N. Timmons,1253 National Press Bldg.

Baton Rouge State-Times, Edward Jamieson, Kay Ray, Bascom N. Timmons,1253 National Press Bldg.

Bay City (Mich.) Times (e., S.), Marke Foote, William F. Pyper, 906 Colorado Bldg.

Beacon News, Paul L. Martin, 1267 National Press Bldg.

Beaumont (Tex.) Enterprise, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.

Beaumont (Tex.) Journal, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.

Bell Syndicate, Drew Pearson, Frederick G. Blumenthal, Thomas McNamara, Jack N. Anderson, Tyler Abell, Matthew P. Mitchell, Robert Guinsburg, 1313 29th St.

Bellevue (O.) Gazette, Glenn D. Everett, 926 National Press Bldg.

Bend (Oreg.) Bulletin, A. Robert Smith, 311 A St NE.

Berkshire Evening Eagle, Edward J. Michelson, 926 National Press Bldg.

Beverley (Mass.) Times, Bulkley Griffin, 1237 National Press Bldg.

Biddeford (Me.) Journal; Esther Van Wagoner Tufty; Joseph A. Dear; Maurice G. Boell; Isabel Kinnear Griffin; 997 National Press Bldg. Donald R. Larrabee; Douglas Trussell; 1237 National Press Bldg.

Binghamton (N. Y.) Press, Paul L. Martin, Reginald F. Torrey, William A. Garrett, James T. Rogers, Kenneth M. Scheibel, 1267 National Press Bldg.

Birmingham News; James Free; Ann Cottrell Free; 1963 39th St.

Birmingham Post-Herald; James M. Daniel; 1013 13th St.

Booth Newspapers of Michigan, Mark Foote, William F. Pyper, 906 Colorado Bldg.

Boston Advertiser; David Sentner; William P. Flythe; 301 Pennsylvania Bldg.

Boston American; David Sentner; William P. Flythe; 301 Pennsylvania Bldg.

Boston (Mass.) Globe (m., e.), Gould Lincoln, 723 Star Bldg., John Harris, 1391 National Press Bldg.

Boston Herald and Traveler, Edward J. Michelson, 926 National Press Bldg.

Boston Post; John H. Kelso; 748 Brandywine St. SE.

Boston Record; David Sentner; William P. Flythe; 301 Pennsylvania Bldg.

Bowling Green (O.) Sentinel-Tribune; Glenn D. Everett; 926 National Press Bldg.

Bremerton (Wash.) Sun, A. Robert Smith, 311 A St. NE.

Bridgeport (Conn.) Post and Bridgeport Telegram Carey Cronan; 894 National Press Bldg.

Brockton (Mass.) Enterprise (e); Bulkley Griffin; Isabel Kinnear Griffin; Donald R. Larrabee; Douglas Trussell; 1237 National Press Bldg.

Bryan (O.) Times; Glenn D. Everett; 926 National Press Bldg.

Buffalo (N. Y.) Courier Express (m.), Lucian C. Warren, 1389 National Press Bldg.

Buffalo Evening News, Nat S. Finney, Francis C. Fortune, Irvin D. Foos, Arthur L. Davis, 1207 National Press Bldg.

Burbank (Calif.) Review, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Burlington (Vt.) Daily News, Herman A. Lowe, Florence S. Lowe, 1292 National Press Bldg.

Burlington (Vt.) Free Press, Vonda Bergman, 233 2d St., SE.

C

Camden Courier Post, James J. Butler, 1142 National Press Bldg.

Camden (Ark.) News, Howard Suttle, 810 National Press Bldg.

Cedar Rapids (Iowa) Gazette; Bert Kemmerer; 704 3rd St.

Central News Agency of China, Richard L. Jen, Chien-San Lee, 1046 National Press Bldg.

Central Press, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, Hal Tufty, 997 National Press Bldg.

Champaign-Urbana Courier, Dorothy Williams, 3701 Massachusetts Ave.

Chattanooga Times, Charles L. Bartlett, 1020 National Press Bldg.

Charlotte (N. C.) Observer; Frank Van der Linden; 1230 National Press Bldg.

Chicago American (e.), David Sentner, William P. Flythe, 301 Pennsylvania Bldg.

Chicago (Ill.) Daily News (e.), Paul R. Leach, Radford E. Mobley, Jr., Edwin A. Lahey, James M. Haswell, Peter Lisagor, Milton Freudenheim, 1286 National Press Bldg.

Chicago Sun-Times, Carleton Kent, Frederick Kuh, 1245 National Press Bldg.

Chicago (Ill.) Tribune Press Service; Walter Trohan; Willard Edwards; John M. Fisher; Laurence H. Burd; Philip L. Warden; William T. Moore; Lloyd H. Norman; Philip W. Dodd; Leland S. Forrester; Robert C. Young; Joseph F. Hearst; Arthur Sears Henning; 815 Abee Bldg.

Chinese News Service, Joseph Chiang, 100 Woodridge Ave., Silver Spring Md.

Christian Science Monitor (Boston) (e); William H. Stringer; Richard L. Strout; Neal A. Stanford; Josephine B. Ripley; Roland Sawyer; Joseph C. Harsch; Jane Loye; 1293 National Press Bldg.

Chubu Nippon Shimbun, Kazuo Hoshino, 1426 Massachusetts Ave.

Cincinnati (Ohio) Enquirer (m.), Glenn Thompson, Mary Gallagher, 1387 National Press Bldg.

Cincinnati (Ohio) Post (e.), Dickson J. Preston, Robert W. Crater, 1013 13th St.

Cincinnati (Ohio) Times-Star (e.), Morris D. Ervin, Samuel S. Wilson, 1393 National Press Bldg.

Clearwater Sun, Frank A. Kennedy, Route 3, Box 456, Edgewater, Md.

Cleveland (Ohio) News; Walker S. Buel; Edward Kernan; Phil G. Goulding; 611 Abee Bldg.

Cleveland (Ohio) Plain Dealer (m.), Walker S. Buel, Edward Kernan,Phil G. Goulding, 611 Albee Bldg.

Cleveland (Ohio) Press (e.), Dickson J. Preston, Robert W. Crater, 1013 13th St.

Clinton (Iowa) Herald, Harry Lando, 1365 National Press Bldg.

Columbia (S. C.) State and Record; Edward H. Sims; Harry C. Dent; 1090 National Press Bldg.

Columbus (Ohio) Citizen (e.), Dickson J. Preston, Robert W. Crater, 1013 13th St.

Concord (N. H.) Monitor; Lawrence Fernsworth; 106 C St. SE.

Congressional Quarterly News Features; Henrietta M. Poynter; LeRoy S. Mattingly; Anne Safchik; Allan Spalding; Leon M. Cohn; William A. Korns; James A. Reynolds; Milton J. Blustein; Milton Prensky; Robert W. Kaufman; John Reed; 1156 19th St.

Consolidated Hearst Publications, George Rothwell Brown, 303 Pennsylvania Bldg.

Consolidated News Features, John Franklin Carter, 2330 Massachusetts Ave.

Consolidated Press (Australia); Esther Van Wagoner Tufty; Joseph A. Dear; Maurice Boehl; 997 National Press Bldg.

Copley Press, Inc., Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Culver City (Calif.) Star-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

D

Daily Metal Reporter, William J. Boyd, 513 Bond Bldg.

Daily Mill Stock Reporter; William J. Boyd; 513 Bond Bldg.; Hal Tufty; 997 National Press Bldg.

Daily News Record (New York) (m.), Harry E. Resseguie, Lloyd M. Schwartz, John T. Norman, Walter Johnson, Annette Ward, Robert A. Barr, Mary N. Bailey, Arthur Garel, Marvin Caplan, Miriam G. Leigh, Asher Gerecht, 508-509 Otis Bldg.

Daily Variety (Calif.), Florence S. Lowe, Herman A. Lowe, 1292 National Press Bldg.

Dallas (Tex.) News (m.), Walter C. Hornaday, Ruth Frances Schumm, 620 Albee Bldg.

Dallas (Tex.) Times-Herald (e., S.), Bascom N. Timmons, Charles O. Gridley, Ernest Conine, 1253 National Press Bldg.

Danville (Ill.) Commercial News; Paul L. Martin; Reginald F. Torrey; William A. Garrett; James T. Rogers; Kenneth M. Scheibel; 1267 National Press Bldg.

Davenport (Iowa) Democrat (e.), Walter S. Green, 1604 K St.

David Lawrence Associates, David Lawrence, Leonard Williams, Iva Holland, 1241 24th St.

Day-Jewish Journal, Murray Frank, 5237 2d St.

Dayton Daily News (e.), Richard Cull, Jr., 614 Albee Bldg.

Dayton Journal Herald, Jack Vincent, 1295 National Press Bldg.

Dear Publications, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.

Decatur (Ill.) Herald & Review; Dorothy Williams; 3701 Massachusetts Ave.

Delaware State News; McLellan Smith; 1142 National Press Bldg.

Denver Post (e); Barnet Nover; Naomi Nover; 993 National Press Bldg.

De Queen (Ark.) Citizen; Howard Suttle; 810 National Press Bldg.

Des Moines (Iowa) R gister and Tribune, (m., e.), Richard L. Wilson, John B. Wilson, Fletcher Knebel, Wilbur Elston, Clark R. Mollenhoff, Charles W. Bailey 2d 852 National Press Bldg.

Detroit (Mich.) Free Press (m.), Paul R. Leach, Radford E. Mobley, Jr., Peter Lisagor, James M. Haswell, Milton Fruedenheim, Edwin A. Lakey, 1286 National Press Bldg.

Detroit (Mich.) News (e., S.), Jay G. Hayden, Martin S. Hayden, Will Muller, 904 Colorado Bldg., Mary Van Rensselaer Thayer, 2704 Dumbarton Ave.

Detroit Times; Donald P. O'Connor; 448 Munsey Bldg.; David Sentner; William P. Flythe; 301 Penna. Bldg.

Deutsche Press Agentur; Oscar W. Reschke; Friedrich von Globig-Weissenbach; 858 National Press Bldg.

Dimitag (Germany); Anne Liese Tucker; 5707 25th Rd. North, Arlington, Va.

Dodge Daily Newspapers, Ernest P. Mickel, Daniel H. Street, 727 Washington Loan & Trust Bldg.

Dover (O.) Daily Reporter; Glenn D. Everett; 926 National Press Bldg.

Duluth Herald; Walter T. Ridder, 808 Albee Bldg.

Duluth News-Tribune; Marie W. Ridder; Wesley G. Peyton; Robert E. Lee; Walter T. Ridder; 808 Albee Bldg.

E

East St. Louis (Ill.) Journal; Dorothy Williams; 3701 Massachusetts Ave.

Editorial Research Reports, Richard M. Boeckel, Bertram Benedict, 1205 19th St.

Editors Syndicate; John Herling; 1003 K St.

El Dorado (Ark.) News and Times; Howard Suttle; 810 National Press Bldg.

Elgin (Ill.) Courier-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Elkins (W. Va.) Inter-Mountain, Mrs. Charles Brooks Smith, 1650 Howard St.

Elmira (N. Y.) Advertiser, Paul L. Martin, 1267 National Press Bldg.

Elmira (N. Y.) Star-Gazette, Paul L. Martin, 1267 National Press Bldg.

Elmira Star-Telegram, Paul L. Martin, 1267 National Press Bldg.

El Paso (Tex.) Herald-Post (e.), Marshall McNeil, 1013 13th St.

El Paso (Tex.) Times, Sarah McClendon, 1001 National Press Bldg.

Elizabeth City (N. C.) Advance; Esther Van Wagoner Tufty; Joseph A. Dear; Maurice Boehl; 997 National Press Bldg.

Endicott (N. Y.) Daily Bulletin, Frances McKusick, 21 Kennedy St.

Erie (Pa.) Dispatch; J. Lacey Reynolds; 1177 National Press Bldg.

Erie Times (Pa.); Stephen V. Feeley; 1403 Kenwood Ave., Alexandria; Va.

Eugene (Oreg.) Register Guard, A. Robert Smith, 311 A St. N.E.

Evansville (Ind.) Press (e., S.), Daniel M. Kidney, 1013 13th St.

Expressen, Stockholm, Sweden; Arne Thoren; 3832 Calvert St.

F

Fairbanks (Alaska) News-Miner, Alice Frein Johnson, 3000 39th St.

Fairmont (W. Va.) Times (m.), Mrs. Charles Brooks Smith, 1650 Harvard St.

Fall River (Mass.) Herald News, Bulkley Griffin, Isabell Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

Farmington (N. Mex.) Times; Helene C. Monberg; 812 17th St.

Federated Press, John B. Stone, 856 National Press Bldg.

Film Daily (N. Y.), James J. Butler, 1142 National Press Bldg.

Flint (Mich.) Journal (e., S.), Mark Foote, William F. Pyper, 906 Colorado Bldg.

Florence Morning News, Edward Howell Sims, 1060 National Press Bldg.

Florida Times-Union; Truman Felt; Pat Munroe; William Geaves; 614 Albee Bldg.

Fort Worth (Tex.) Press (e.), Marshall McNeil, 1013 13th St.

Fort Worth (Tex.) Star Telegram (m., e.) Bascom N. Timmons, Edward Jamieson, Ernest Conine, 1253 National Press Bldg.

France Presse; George R. Wolff; Anita von Kahler; Louis Deroche; Simon Michau; 914 National Press Bldg.

Fresno (Calif.) Bee (e); Gladstone Williams; Edward H. Dickson; James B. McClatchy; 1295 National Press Bldg.

G

Gadsden (Ala.) Times, Eleanor Nance Hamilton, 2701 16th St., South Arlington, Va.

Gallipolis (O.) Daily Tribune, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.

Gallup (N. Mex.) Independent; Helene C. Monberg; 812 17th St.

Galveston (Tex.) News-Tribune; Sarah McClendon; 1001 National Press Bldg.

Gannett News Service, Paul Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, James T. Rogers, Charles B. Seib, Jr., 1267 National Press Bldg.

General Features Corporation, Edgar Ansel Mowrer, 3301 Garfield St.

Glendale (Calif.) News-Press, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

Globe Syndicate; Monte F. Bourjaily; 3714 East Thornapple St., Chevy Chase, Md.

Grand Forks (N. D.) Herald; Walter T. Ridder; Wesley G. Peyton; Robert E. Lee; 808 Albee Bldg.

Grand Junction (Colo.) Sentinel; George Sanford Holmes; 5104 Worthington Dr.

Grand Rapids (Mich.) Press (e.), Mark Foote, William F. Pyper, 906 Colorado Bldg.

Green Bay (Wis.) Press-Gazette (e.), Frances McKusick, 7005 8th St.

Greensboro (N. C.) Daily News (m.), W. A. Hilderbrand, 2805 35th St., Bruce O. Jolly, 6213 11th Rd. North, Arlington, Va.

Greenville (Miss.) Delta Democrat-Times, Una Franklin, 210 Duke St., Alexandria, Va.

Greenville (S. C.) News-Piedmont, Frank van der Linden, 1230 National Press Bldg.

Grote Provinciale Dagbladen (Netherlands), Peter G. J. Korteweg, 1801 Clydesdale Pl.

H

Haaretz (Isreal), A. Eliahu-Salpeter, 1711 19th St.

Harrisburg (Pa.) Patriot & Evening News, Andrew J. Viglietta, James J. Butler, Thomas Arthur Buchanan, Robert Hochstein, Jules J. Wilcover, Milton G. Jaques, 1142 National Press Bldg.

Hartford (Conn.) Courant (m.), Robert D. Byrnes, Dorothy Seymour Byrnes, 1037 National Press Bldg.

Hartford (Conn.) Times (e); Paul L. Martin; William A. Garrett, Reginald F. Torrey; James T. Rogers, Kenneth M. Scheibel, 1267 National Press Bldg.

Haverhill (Mass.) Gazette (e.), Bulkley L. Griffin, Isabell Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press.

Hearst Newspapers, David Sentner, William P. Flythe, Bert Mills, 301 Pennsylvania Bldg.

Helena (Ark.) World, Howard Suttle, 810 National Press Bldg.

Hilo Herald Tribune, Frank Hewlett, 812 National Press Bldg.

Hinton (W. VA.) Daily News, Mrs. Charles Brooks Smith, 1650 Harvard St.

Holland (Mich.) Sentinel, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.

Hollywood Reporter, Harry Lando, 1365 National Press Bldg.

Holyoke (Mass.) Transcript-Telegram (e), Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

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Honolulu Advertiser, Edward Jamieson, Robert S. Allen, Paul Scott, 1204 National Press Bldg.
Honolulu Star-Bulletin (e), Frank Hewlett, 812 National Press Bldg., Radford E. Mobley, Jr., 1286 National Press Bldg.
Hot Springs (Ark.) New Era and Sentinel-Record, Howard Suttle, 810 National Press Bldg.
Houston (Tex.) Chronicle (e., S.), Bascom N. Timmons, Edward Jamieson; Charles O. Gridley, Ernest Conine, Mary C. Lusby, 1253 National Press Bldg.
Houston (Tex.) Post, Leslie E. Carpenter, Elizabeth S. Carpenter, 317 National Press Bldg.
Houston (Tex.) Press (e.), Marshall McNeil, 1013 13th St.
Huntingburg (Ind.) Independent, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.

I

Indianapolis (Ind.) News (e), Louis C. Hiner, 608 Albee Bldg.
Indianapolis (Ind.) Star, Benjamin R. Cole, 608 Albee Bldg.
Indianapolis (Ind.) Times (e.), Daniel M. Kidney, 1013 13th St.
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Ithaca (N. Y.) Journal, Paul L. Martin, 1267 National Press Bldg.

J

Jackson (Mich.) Citizen Patriot (e. S.), Mark Foote, 906 Colorado Bldg.
Jackson (Miss.) Daily News; Howard Suttle, 810 National Press Bldg.
Jacksonville (Fla.) Journal (e), Frank A. Kennedy, Route 3, Box 456
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Joliet (Ill.) Herald-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Juneau (Alaska) Empire, Alice Frein Johnson, 3000 39th St.

K

Kalamazoo (Mich.) Gazette (e., S.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Kansas City Star (e.) Times (m.), Duke Shoop, J. L. Williams, John R. Cauley, 610 Albee Bldg.
Kennebec (Maine) Journal, May Craig, 1228 National Press Bldg.
Kentucky Post (e), Dickson J. Preston, Robert W. Crater, 1013 13th St.
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Knoxville (Tenn.) News-Sentinel (e., S.), Marshall McNeil, 1013 13th St.
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Kyodo News Service, Ichiro Iwatate, 1636 Connecticut Ave.

L

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Laurel (Miss.) Leader-Call, Howard Suttle, 810 National Press Bldg.
Le Figaro (Paris), Nicolas Chatelain, 914 National Press Bldg.
Le Progres (Lyon France), Salome Mandel, 1922 N. St.
Little Falls (N. Y.) Times, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
London Daily Express, Henry Young Lowrie, Hugh L. Dundas, 1061 National Press Bldg.
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London Observer, Alastair F. Buchan, 1057 National Press Bldg.
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Los Angeles Herald Express, David Sentner, William P. Flythe, 301 Pennsylvania Bldg.
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Louisville (Ky.) Times (e.), Lorenzo W. Martin, 1025 National Press Bldg.
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M

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Madison (Wis.) State Journal (e., S.), Frances McKusick, 21 Kennedy St.
Magnolia (Ark.) Banner-News, Howard Suttle, 810 National Press Bldg.
Mainichi Newspapers, Kiyoshi Nasu, Susumu Yama Moto, 899 National Press Bldg.
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Manchester Dispatch, O. Henry Brandon, 3501 Rodman St.
Manchester (England) Guardian, Max Freedman, 731 National Press Bldg.
Manchester (N. H.) Union Leader (m., e.), Herman A. Lowe, Florence S. Lowe, 1292 National Press Bldg.
Manila Chronicle, Diosdado M. Yap, 1009 National Press Bldg.
Mason City (Iowa) Globe-Gazette, Harry Lando, 1365 National Press Bldg.
Massena Observer, Paul L. Martin, 1267 National Press Bldg.
Memphis Commercial Appeal, Morris Cunningham, 1013 13th St.
Memphis Press-Scimitar (e.), Marshall McNeil, 1013 13th St.
Meriden Record, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Meridian (Miss.) Star, Howard Suttle, 810 National Press Bldg.
Miami (Fla.) Daily News (e.), Truman Felt, Florence S. Mahoney, 614 Albee Bldg.
Miami (Fla.) Herald (m.), Paul R. Leach, Radford E. Mobley, Jr., Peter Lisagor, Edwin A. Lahey, James M. Haswell, Milton Freudenheim, 1286 National Press Bldg.
Michigan League of Home Dallies, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
Midland (Mich.) Daily News, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
Midland (Tex.) Reporter Telegram, Joseph B. Huttlinger, 894 National Press Bldg.
Millford (Mass.) News, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
Milwaukee Journal, Laurence C. Eklund, 977 National Press Bldg.
Milwaukee Sentinel, David Sentner, William P. Flythe, 607 Times-Herald Bldg.
Minneapolis Star and Tribune (m., e., S.), Richard L. Wilson, John B. Wilson, Fletcher Knebel, Wilbur Elston, Clark R. Mollenhoff, Charles W. Bailey, 2d, 852 National Press Bldg.
Mitchell (S. Dak.) Republic, Frances McKusick, 21 Kennedy St.
Mobile Press and Register, Joseph B. Huttlinger, 894 National Press Bldg.
Modesto (Calif.) Bee, Gladstone Williams, Edward H. Dickson, James B. McClatchy, 1295 National Press Bldg.
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Montreal Star, Edmund E. Hadley, 1150 National Press Bldg.
Motion Picture Daily, Jane Otten, 5923 33d St.
Muncie (Ind.) Press, Louis C. Hiner, 608 Albee Bldg.
Muncie (Ind.) Star, Benjamin R. Cole, 608 Albee Bldg.
Muskegon Chronicle (e.), Mark Foote, William F. Pyper, 906 Colorado Bldg.

N

Nashville (Tenn.) Banner (e.), Frank van der Linden, 1230 National Press Bldg.
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National Negro Press Association, Louis R. Lautier, 2007 15th St.
N. C. W. C. News Service, Frank A. Hall, Burke Walsh, William E. Ring, G. R. Brunst, William H. Fanning,Jr., 1312 Massachusetts Ave.
Neue Zuercher Zeitung (Switzerland), Werner Imhoof, 3914 Livingston St.
Newark (N. J.) News, Arthur Sylvester, Kathryn Sylvester, 901 Colorado Bldg.
Newark Star Ledger, Andrew J. Viglietta, Jules J. Witcouer, Milton G. Jaques, Robert Hochstein, Thomas Arthur Buchanan, James J. Butler, 1142 National Press Bldg.
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Newport (Vt.) Daily Express, Vonda Bergman, 233 2d St. SE.
Newport (R. I.) Daily News, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Newsday, Stephen V. Feeley, 1403 Kenwood Ave., Alexandria, Va.
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New York Daily News (m.), John O'Donnell, G. L. Tarry, Edward W. Lewis, Jack Doherty, Ruth S. Montgomery, Paul F. Healy, Charles J. Greene, Jr., Francis M. Stephenson, Frank Holeman, Michael C. Clendenin, 1272 National Press Bldg.
New York Daily Worker, Bernard Burton, 954 National Press Bldg.
New York Herald Tribune (m.), Roscoe Drummond, Coleman A. Jones, James E. Warner, Robert J. Donovan, Dorothy Brandon, Ned Russell, Donald Irwin, Edwin L. Dale, Jr., Frederick J. Farris, Homer W. Bigart, William J. Humphreys, Walter Kerr, Olive Montel, John C. Douglas, 1285 National Press Bldg.
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New York Journal American (e.), David Sentner, William P. Flythe, 301 Pennsylvania Bldg.
New York Journal of Commerce (m.), Oscar E. Naumann, Joseph R. Slevin, Arthur J. Kraft, Jacques Ozanne, John Warth, John E. Kenton, John F. King, 808 Albee Bldg.
New York Post, William V. Shannon, Robert G. Spivack, 1376 National Press Bldg.
New York Times (m.), James Reston, Elie Abel, Russell Baker, Felix Belair, Jr., William M. Blair, Nona Baldwin Brown, Allen Drury, Charles E. Egan, Bess Furman, Luther A. Huston, Arthur Krock, William H. Lawrence, Anthony H. Leviero, Joseph A. Loftus, John D. Morris, Cabell Phillips, Dana Adams Schmidt, Alvin Shuster, Charles P. Trussell, Walter H. Waggoner, Jay Walz, William S. White, Robert F. Whitney, 1701 K St.
New York World-Telegram and Sun, Roger W. Stuart, 1013 13th St.
Niagara Falls Gazette, Paul Martin, 1267 National Press Bldg.
Nippon Times (Tokyo), Alice Frein Johnson 3000 39th St.
North American Newspaper Alliance, David L. Barnett, Ann Cottrell Free, Dorothy Bartlett McCardle, Michael Amrine, 1029 30th St.
Northampton (Mass.) Gazette, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.

O

Oakland Tribune, Charles B. Degges, National Press Club.
Oelwein (Iowa) Register, Harry Lando, 1365 National Press Bldg.
Ogdensburg Advance-News, Paul L. Martin, 1267 National Press Bldg.
Ogdensburg (N. Y.) Journal, Paul L. Martin, 1267 National Press Bldg.
Oil Daily, Milburn Petty, James M. Collins, Charles R. Ten Eyck, 329 National Press Bldg.
Oklahoma City Oklahoman, Allan W. Cromley, 1254 National Press Bldg.
Oklahoma City Times, Allan W. Cromely,1254 National Press Bldg.
Olean (N. Y.) Times-Herald, Paul L. Martin, 1267 National Press Bldg.
Omaha World-Herald (m., e., S.), John W. Jarreli, Darwin R. Olofson, 1220 National Press Bldg.
Oneonta (N. Y.) Daily Star, Frances McKusick, 7005 8th St.
Orangeburg (S. C.) Times-Democrat, Edward Howell Sims, 1090 National Press Bldg.
Oregon Journal, Lillian Porter Say, 1737 H. St.
Oregon Statesman, A. Robert Smith, 311 A St. NE.
Orlando Sentinel and Reporter Star (m., e.), Frank A. Kennedy, Route 3, Box 456, Edgewater, Md.
Oswego (N. Y.) Palladium-Times, Alan S. Emory, 1201 National Press Bldg.
The Overseas (Germany), Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, Hal Tufty, 997 National Press Bldg.

P

Pampa (Tex.) Daily Spokesman, Cyril J. O'Brien, 1302 Blair Mill Rd., Silver Spring, Md.
Panama City News Herald (e.), Frank A. Kennedy, Route 3, Box 456 Edgewater, Md.
Parkersburg (W. Va.) News (m.), Mrs. Charles Brooks Smith, 1650 Harvard St.
Passaic (N. J.) Herald News, J. Newman Wright, 3806 Kanawha St.
Pawtucket (R. I.) Times, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Pendleton (Oreg.) East Oregonian, A. Robert Smith, 311 A St. NE.
Penn Federal News Bureau, Herman A. Lowe, 1292 National Press Bldg.
Pensacola (Fla.) Journal and News (m., e.), Frank A Kennedy, Route 3, Box 456, Edgewater, Md.
Philadelphia Bulletin (e., S.), John G. McCullough, Robert Roth, Patricia King,1276 National Press Bldg.
Philadelphia Daily News, Bascom N. Timmons, Jack K. Russell, John A. Cleland, 1253 National Press Bldg.
Philadelphia Inquirer (m., S.), John C. O'Brien, Nicholas P. Gregory, Paul J. McGahan, 1296 National Press Bldg.
Phoenix Gazette, Jerry W. Poole, 608 Albee Bldg.
Pittsburgh (Pa.) Post-Gazette (m.), Ingrid Jewell, George R. Zielke, 1280 National Press Bldg.
Pittsburgh Press, Chester M. Potter, 1013 13th St.
Pittsburgh Sun-Telegraph, David Sentner, William P. Flythe, Bascom N. Timmons, John A. Cleland, Jack K. Russell, 1253 National Press Bldg.
Pittsfield (Mass.) Eagle (e.), Edward J. Michelson, 1192 National Press Bldg.
Plainfield (N. J.) Courier-News, Paul L. Martin, 1267 National Press Bldg.
Plattsburg (N. Y.) Press Republican, Frances McKusick, 21 Kennedy St.
Point Pleasant (W. Va.) Register, Mrs. Charles Brooks Smith, 1650 Harvard St.
Polish Daily News, Ludwik Lesnicki, Riggs and Ager Roads.
Polish Daily Zgoda, Charles Burke, 1124 Connecticut Ave.
Politika (Yugoslavia), Djuka Julius, 2014 Kalorama Rd.
Port Huron (Mich.) Times Herald, Esther Van Wagoner Tufty, Maurice G. Boehl, Joseph A. Dear, Hal Tufty, 997 National Press Bldg.
Portland (Maine) Evening Express, May Craig, 1228 National Press Bldg.
Portland (Oreg.) Oregonian, A. Robert Smith, 311 A St. NE.
Portland (Maine) Press Herald (m.), May Craig, 1228 National Press Bldg.
Portland (Maine) Sunday Telegram, May Craig, 1228 National Press Bldg.
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Providence (R. I.) Journal (m.), Edward Jamison Milne, Arthur B. Dunbar, Jr., 1203-1205 Natural Press Bldg.
Pueblo (Colo.) Chieftain and Star-Journal, Helene C. Monberg, 812 17th St.

Q

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R

Radio Television Daily (N. Y.), G. T. Kellogg, 983 National Press Bldg.
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Rochester Times-Union (e.), Paul L. Martin, William A. Garrett, James T. Rogers, Kenneth M. Scheibel, 1267 National Press Bldg.
Rocky Mountain News (Colo.), James M. Daniel, 3rd, 1013 13th St.
Rome (N. Y.) Daily Sentinel, Frances McKusick, 21 Kennedy St.
Roseburg (Oreg.) News Review, A. Robert Smith, 311 A St. NE.
Rutland (Vt.) Herald, Vonda Bergman 233 2d St. SE.

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St. Albans (Vt.) Messenger, Herman A. Lowe, Florence S. Lowe, 1292 National Press Bldg.
St. Joseph (Mo.) News Press and Gazette, Dorothy E. Williams, 3701 Massachusetts Ave.
St. Louis Globe-Democrat, Edward W. O'Brien, 609 Albee Bldg.
St. Louis (Mo.) Post-Dispatch (e., S.), Raymond P. Brandt, George H. Hall, Thomas R. Phillips, Edward F. Woods, James Deakin, Estelle G. Welsh, Marquis W. Childs, Richard Dudman, 1028 Connecticut Ave.
St. Paul (Minn.) Dispatch (e.), Pioneer Press (m. S.), Walter T. Ridder, Robert E. Lee, Wesley G. Peyton, 808 Albee Bldg.
St. Petersburg Times, Nelson P. Poynter, Dorothy E. Williams, 1156 19th St.
Sacramento (Calif.) Bee (e.), Gladstone Williams, Edward H. Dickson, James B. McClatchy, 1295 National Press Bldg.
Saginaw (Mich.) News (e., S.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Salt Lake City Deseret News, Pat Munroe, William Graves, 1201 National Press Bldg.
Salt Lake Tribune, Frank Hewlett, 812 National Press Bldg.
San Antonio Light, David Sentner, William P. Flythe, Sarah McClendon, 301 Pennsylvania Bldg.
San Diego (Calif.) Tribune-Sun, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
San Diego (Calif.) Union, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
San Francisco Call-Bulletin, David Sentner, William P. Flythe, 301 Pennsylvania Bldg.
San Francisco Daily News (e.), Ruth Finney, 1013 13th St.
San Francisco Examiner (m.), David Sentner, William P. Flythe, 301 Pennsylvania Bldg.
San Jose (Calif.) Mercury-News, Wesley G. Peyton, Walter T. Ridder, Robert E. Lee, 808 Albee Bldg.
San Pedro (Calif.) News-Pilot, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Saranac Lake (N. Y.) Adirondack Daily Enterprise, Una Franklin, 210 Duke St., Alexandria, Va.
Saratoga Springs Saratogian, Paul L. Martin, 1267 National Press Bldg.

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Science Service, Watson Davis, Jane Stafford, Ann Ewing, Marjorie Van De Water, Edward Housman, Howard Simons, 1719 N St.
Scripps-Howard Newspaper Alliance, Walker Stone, H. M. Talburt, Fred W. Perkins, Charles T. Lucey, Marshall Coles, Oland D. Russell, Jim G. Lucas, Andrew F. Tully, Jr., Diana Denny, Charles Egger, Kermit McFarland, Douglas Smith, Albert M. Colegrove, William Cooper, Jack Steele, R. H. Shackford, 1013 13th St.
Seattle Post-Intelligencer, David Sentner, William P. Flythe, 301 Pennsylvania Bldg.
Seattle Times, Alice Frein Johnson, 3000 39th St.
Sharon (Pa.) Herald, Louise Steinman Ansberry, 2142 Wyoming Ave.
Sherman (Tex.) Democrat, Sarah McClendon, 1228 National Press Bldg.
Shreveport (La.) Journal, Howard Suttle, Fraser Edwards, 1001 National Press Bldg.
Southam Newspapers of Canada, John R. Walker, 1154 National Press Bldg.
Southern Illinoisan, Dorothy Williams, 3701 Massachusetts Ave.
Spokane Spokesman Review, Pat Munroe, William Graves, 1201 National Press Bldg.
Springfield (Mass.) Daily News (e.), Leslie E. Carpenter, Elizabeth S. Carpenter, 1202 National Press Bldg.
Springfield (Mo.) Daily News, O. C. Miller, 6904 22d Pl., Hyattsville, Md.
Springfield (Ill.) State Journal, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Springfield (Ill.) State Register, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, 1200 National Press Bldg.
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Stamford Advocate, Carey Cronan, 894 National Press Bldg.
Staten Island Advance, Andrew J. Wiglietta, Jules J. Witcouer, Milton G. Jaques, Robert Hochstein, James J. Butler, Thomas Arthur Buchanan, 1142 National Press Bldg.
Stuttgart (Ark.) Leader, Howard Suttle, 810 National Press Bldg.
Sumter Daily Item, Edward Howell Sims, 1060 National Press Bldg.
Sydney (Australia) Morning Herald, A. D. Rothman, 1301 15th St.
Sydney (Australia) Sun, Leander E. Fitzgerald, 1221 National Press Bldg.
Syracuse Herald Journal, Andrew J. Viglietta, James J. Butler, Thomas Arthur Buchanan, Jules J. Witcouer, Milton G. Jaques, Robert Hochstein, 1142 National Press Bldg.
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Tacoma News Tribune, Pat Munroe, William Graves, 1201 National Press Bldg.
Tass Telegraph Agency of the U. S. S. R., Georgi N. Bolshakov, Jean Montgomery, 307 National Press Bldg.
Temple (Tex.) Telegram, Sarah McClendon, 1228 National Press Bldg.
Texarkana Gazette and News, Howard Suttle, 810 National Press Bldg.
Tiffin (O.) Advertiser-Tribune, Glenn D. Everett, 1253 National Press Bldg.
Tokyo Shimbun, Yoneo Sakai, 1915 Kalorama Rd.
Toledo (Ohio) Blade (e.), George R. Zielke, 1280 National Press Bldg.
Topeka (Kans.) Daily Capital (m.), Clif Stratton, The Burlington Hotel.
Toronto Daily Star, Harold Greer, 836 National Press Bldg.
Traffic World, Joseph C. Scheleen, 815 Washington Bldg.
Trenton (N. J.) Trentonian, Cyril J. O'Brien, 1302 Blair Mill Rd., Silver Spring, Md.
Troy (N. Y.) Times-Record (m., e.), Frances McKusick, 21 Kennedy St.
Tucumcari (N. Mex.) News, Helene C. Monberg, 812 17th St.
Tulsa (Okla.) Tribune, Leslie E. Carpenter, Elizabeth S. Carpenter, 812 National Press Bldg.
Tulsa (Okla.) World (m.), Bascom N. Timmons, Vernon K. Louviere, Kay Ray, 1253 National Press Bldg.
Tuscaloosa (Ala.) News, Eleanor Nance Hamilton, 2701 16th St. South, Arlington, Va.
Twin Falls Times-News, Pat Munroe, William Graves, 1201 National Press Bldg.

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United Features Syndicate, Thomas L. Stokes, 1122 National Press Bldg., Frederick C. Othman, 1013 13th St., Doris Fleeson, 3344 P St.
United Press Associations, Lyle C. Wilson, Julius Frandsen, Jr., Carroll H. Kenworthy, Milton E. Magruder, Ernest L. Barcella, Merriman Smith, J. L. Myler, Charles W. Corddry, Jr., Lee Nichols, Raymond M. Lahr, D. W. Dittmer, Robert S. Barkdoll, James F. Donavan, Charlotte G. Moulton, Frank Eleazer, Grant Dillman, Harry W. Frantz, Elizabeth Wharton, Edward G. de Pury, M. Stewart Hensley, Edwin Dayton Moore, Roscoe Snipes, Rex M. Chaney, Charles P. McMahon, Maureen Gothlin, Vincent J. Burke, Louis Cassels, John L. Cutter, John A. Goldsmith, Warren S. Duffee, Harman Nichols, James F. Cunningham, Gaylord P. Godwin, William H. Gaibraith, Harry W. Sharpe, Paul Southwick, Herbert Foster, Donald J. Gonzales, Michael J. O'Neill, Lloyd Lapham, Arthur J. Olsen, John M. Couric, Anthony Ullstein, Patricia Ann Wiggins, Richard E. Mooney, Harry M. Van Dernoot, Dick S. West, Henry Raymont, John Warren Finney, Betty Pryor, Edward W. Lewis, Jr., Louis Rothschild, Jr., Herbert W. Cheshire, 714 National Press Bldg.
Utica (N. Y.) Daily Press, Paul L. Martin, 1267 National Press Bldg.
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Venice (Calif.) Vanguard, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Vineland Times-Journal, Cyril J. O'Brien, Elizabeth B. O'Brien, 1302 Blair Mill Rd., Silver Spring Md.

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Wall Street Journal (m.), Albert E. Clark, Charles J. Sterner, Ray Cromley, Alan L. Otten, David O. Ives, Stephen K. Galpin, Henry T. Simmons, Philip L. Geyelin, John R. Gibson, Angus Deming, P. Jack Wooldridge, Lester Tanzer, Monroe W. Karmin, John A. Grimes, Tait Trussell, 1039 National Press Bldg.
Walla Walla Union Bulletin, A. Robert Smith, 311 A St. NE.
Washington City News Service, John Vogt, 707 National Press Bldg.
Washington Daily News (e), John T. O'Rourke, Martha Strayer, Richard Hollander, John T. Burch, Milton R. Berliner, Nicholas Blatchford, Henry Altman, Evelyn Gordon, Samuel Gordon, Everett B. Gardner, Cornelia M. Ball, John F. Mc Leod, Robert M. Buck, H. L. Coppenbarger, John F. Cramer, John R. Hoover, James M. O'Neill, Jr., Alexander Ormsbee, Evert B. Clark, Donald H. May, Milton J. Pike, Alex Bilonow, Gilbert Gimble, Neil V. McNeil, Anthony Lewis, Stan Felder, Tom Donnelly, Robert Tate Allan, Cordelia Ruffin, Richard G. O'Lone, Rice Odell, J. William Maxwell, Bill Majeski, Thomas V. Kelly, Bernard A. Harrison, John F. Hardesty, Jr., Barbara E. Blaustein, 1013 13th St.
Washington Evening Star, G. Gould Lincoln, J. A. O'Leary, Constantine A. Brown, Benjamin M. McKelway, John H. Cline, Joseph A. Fox, Herbert E. Corn, William M. Hines, Jr., Don S. Warren, James Y. Newton, Garnett D. Horner, George Kennedy, Joseph Young, N. Rex. Collier, John C. Henry, Miriam Ottenberg, Harold Rogers, Robert K. Walsh, John W. Thompson, Jr., Howard P. Bailey, William H. Harrison, Earl H. Voss, Richard Fryklund, George D. Beveridge, Jr., Newbold Noyes, Jr., Francis P. Douglas, Cecil Holland, John V. Horner, Mary McGrory, Jack Jonas, L. Edgar Prina, Charles B. Sheib, Jr., Hector F. LcLean, I. William Hill, Joseph W. Stepp, William A. Millen, Harriett Griffiths, 1101 Pennsylvania Ave.
Washington Post and Times Herald (m. S.), James R. Wiggins, Edward T. Folliard, William V. Nessly, Merlo J. Pusey, H. B. Elliston, Jerry Kluttz, Robert Albright, John J. W. Riseling, Ben. W. Gilbert, Malvina Lindsay, Marie S. McNair, John A. Singerhoff, Robert H. Estabrook, Edward F. Ryan, Philip L. Graham, John G. Norris, Herbert L. Block, William E. Gold, Chalmers M. Roberts, Alan Barth, Alfred Friendly, Murrev Marder, Joseph M. Lalley, Carroll Kilpatrick, Aubrey A. Graves, Jeanne Rogers, Richard L. Lyons, Frank R. Kent, Jr., Nathan S. Haseltine, Thomas Winship, Robert C. Albrook, Edward V. Koterba, Elizabeth Ford, William J. Brady, 1515 L St.
Waterbury (Conn.) American (m., e.), Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Watertown (N. Y.) Daily Times, Alan S. Emory, 1201 National Press Bldg.
Waterville (Maine) Sentinel (m.) May Craig, 1228 National Press Bldg.
Westchester County Newspapers, James J. Butler, 1277 National Press Bldg., Frances McKusick, 21 Kennedy St.
Wenatchee (Wash.) Daily World, A. Robert Smith, 311 A St. SE.
Wheaton (Ill.) Journal, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.
Wheeling Intelligencer (m.), Mrs. Charles Brooks Smith, 1650 Harvard St.
Wichita (Kans.) Beacon, Betsy Jager, 1612 Varnum St.
Wichita Eagle, William P. Helm, 619 Colorado Bldg.
Wichita Falls (Tex.) Record-News (m.), Times (e. S.), Bascom N. Timmons, Edward Jamieson, Ernest Conine, 1253 National Press Bldg.
Willoughby (Ohio) News-Herald, Glenn D. Everett, 1253 National Press Bldg.
Wilmington (Del.) Journal-Every Evening, Bascom N. Timmons, Edward Jamieson, Jack Russell, 1253 National Press Bldg.
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Wilmington (N. C.) Star-News (m., e.) Frank van der Linden, Lyn van der Linden, 1230 National Press Bldg.
Winnipeg Free Press, Shane MacKay, 4622 Langdrum La., Chevy Chase, Md.
Winston-Salem Journal and Sentinel, Eleanor Nance Hamilton, 2701 16th St. South, Arlington, Va.
Women's National News Service, Bess Stephenson, 1503 30th St.
Women's Wear Daily (m.), Harry E. Resseguie, Annette Culler Ward, Robert A. Barr, Marvin H. Caplon, Miriam G. Leigh, Lloyd Schwartz, John T. Norman, Walter Johnson, Mary N. Bailey, Arthur Garel, Asher Gerecht, Lonnie Hackman, 508-509 Otis Bldg.
Worcester (Mass.) Gazette, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
World Press, Carl D. Soresi, 1192 National Press Bldg.

Y

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Youngstown (Ohio) Vindicator (e.), Bascom N. Timmons, Edward Jamieson, Jack K. Russell, 1253 National Press Bldg.

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Adams, T. S., Associated Press.
Albright, Robert C., Washington Post.
Albrook, Robert C., Washington Post and Times Herald.
Alexander, Holmes, McNaught Syndicate.
Allan, Robert Tate, Washington Daily News.
Allen, C. B., New York Herald Tribune.
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Alsop, Joseph W., Jr., New York Herald Tribune Syndicate.
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Altman, Henry, Washington Daily News.
Altschull, J. Herbert, Associated Press.
Amberg, Mathew Karl, New Newspaper Service.
Amrine, Michael, North American Newspaper Alliance.
Anderson, Jack N., Bell Syndicate.
Ansberry, Louise Steinman, Lancaster New Era, Intelligencer Journal, Sharon (Pa.) Herald.
Arbogast, W. F., Associated Press.
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Arrowsmith, Marvin L., Associated Press.

B

Ball, Cornelia M., Washington Daily News.
Ball, Robert S., Detroit News.
Bailey, Howard P., Washington Evening Star.
Bailey, Mary N., Daily News Record, Retailing Daily, Women's Wear Daily.
Baker, Russell, New York Times.
Bailey, Charles W., 2d, Minneapolis Star and Tribune Des Moines Register and Tribune.
Barcella, Ernest L., United Press Associations.
Barkdoll, Robert S., United Press Associations.
Barnett, David L., North American Newspaper Alliance.
Barr, Robert A., Women's Wear Daily, Retailing Daily, Daily News Record.
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Barth, Alan, Washington Post & Times Herald.
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Bassett, Grace, Washington Daily News.
Bates, William M., United Press Associations.
Baulch, Jerry T., Associated Press.
Bauman, Karl, Associated Press.
Beale, W. L., Jr., Associated Press.
Belair, Felix, Jr., New York Times.
Bell, Jack L., Associated Press.
Bellinger, Eleanor, London Daily Telegraph.
Benedict, Bertram, Editorial Research Reports.
Bergman, Vonda, Burlington (Vt.) Free Press, Rutland (Vt.) Herald, Newport (Vt.) Daily Express.
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Berliner, Milton R., Washington Daily News.
Beveridge, George D., Jr., Washington Evening Star.
Bigart, Homer W., New York Herald Tribune.
Bilanow, Alex, Washington Daily News.
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Blair, William M., New York Times.
Blatchford, Nicholas, Washington Daily News.
Blaustein, Barbara E., Washington Daily News.
Block, Herbert L., Washington Post & Times Herald.
Blumenthal, Frederick G., Bell Syndicate.
Blustein, Milton J., Congressional Quarterly News Features.
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Brady, William, Washington Post & Times-Herald.
Brandon, Dorothy, New York Herald Tribune.
Brandon, O. Henry, Manchester Dispatch, London Sunday Times.
Brandt, Raymond P., St. Louis Post-Dispatch.
Brett-Smith, Richard N., London Daily Telegraph.
Bridge, Gardner, Associated Press.
Brigstock, E. Hilary L., London Times.
Brines, Russell, Associated Press.
Britton, Lewis W., Daily Traffic World.
Broadbent, J. Wilson, London Daily Mail.
Brown, Constantine A., Washington Evening Star.
Brown, George Rothwell, King Features Syndicate, Consolidated Hearst Publications.
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Brown, R. Gordon, Associated Press.
Brunst, G. R., N. C. W. C. News Service.
Buchan, Alastair F., London Observer.
Buchanan, Thomas Arthur, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Nassau Daily Review Star, Jersey Journal.
Buck, Robert M., Washington Daily News.
Buel, Walker S., Cleveland Plain Dealer, News.
Burch, John T., Washington Daily News.
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Burke, Charles, Polish Daily Zgoda.
Burke, Vincent J., United Press Associations.
Burson, Marion, Associated Press.
Butler, James J., Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Camden Courier-Post, Westchester County Newspapers, New Britain Herald, Jersey Journal, Film Daily.
Byrnes, Dorothy Seymour, Hartford Courant.
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Carey, Francis E., Associated Press.
Carignan, Norman, Associated Press.
Carpenter, Elizabeth S., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carpenter, Leslie E., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carter, John Franklin, Consolidated News Features.
Cassels, Louis, United Press Associations.
Catella, Anthony, Associated Press.
Cauley, John R., Kansas City Star.
Chadwick, John, Associated Press.
Chaney, Rex M., United Press Associations.
Chatelain, Nicolas, Le Figaro (Paris).
Cheshire, Herbert W., United Press Associations.
Chiang, Joseph, Chinese News Service.
Childs, Marquis W., St. Louis Post Dispatch.
Clark, Albert E., Wall Street Journal.
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Cleavenger, Morris M., Associated Press.
Cleland, John A., Pittsburgh Sun-Telegraph, Philadelphia Daily News, Raleigh News and Observer.
Clendenin, Michael C., New York Daily News.
Clifford, George E., Daily Traffic World.
Cline, John H., Washington Evening Star.
Cohn, Leon M., Congressional Quarterly News Features.
Cole, Benjamin R., Indianapolis Star, Muncie Star.
Colegrove, Albert M., Scripps-Howard Newspaper Alliance.
Coles, Marshall, Scripps-Howard Newspaper Alliance.
Collier, N. Rex, Washington Evening Star.
Collins, Frederic W., Providence Journal.
Collins, James M., Oil Daily.
Combs, George W., Baltimore Evening Sun.
Conine, Ernest, Dallas Times-Herald, Fort Worth Star Telegram, Houston Chronicle, Amarillo (Tex.) News, Wichita Falls (Tex.) Times, and Record-News.
Connors, Anne, London Observer.
Cooper, Robert W., London Times.
Cooper, William, Scripps-Howard Newspaper Alliance.
Coppenbarger, H. L., Washington Daily News.
Corddry, Charles W., Jr., United Press Associations.
Corn, Herbert F., Washington Evening Star.
Cornell, Douglas B., Associated Press.
Corrmier, Frank, Associated Press.
Cotten, Felix, International News Service.
Couric, John M., United Press Associations.
Cowan, Ruth Baldwin, Associated Press.
Craig, May, Portland Press Herald, Portland (Maine Evening Express, Kennebec (Maine) Journal, Waterville (Maine) Sentinel, Portland (Maine) Sunday Telegram.
Cramer, John F., Washington Daily News.
Crater, Robert W., Cincinnati Post, Cleveland Press, Columbus Citizen, Kentucky Post.
Creagh, Edward F., Associated Press.
Cromley, Allan W., Daily Oklahoman, Oklahoma City Times.
Cromley, Ray, Wall Street Journal.
Cronan, Carey, Bridgeport Post, Bridgeport Telegram, Stamford Advocate.
Crowley, Raymond J., Associated Press.
Crowther, Rodney, Baltimore Sun.
Cull, Richard, Jr., Dayton Daily News.
Cunningham, James F., United Press Associations.
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Dake, Marietta, The Patriot (Bangor, Maine).
Dale, Edwin L., Jr., New York Herald Tribune.
Daniel, James M., 3rd, Rocky Mountain News, Birmingham Post-Herald.
Davis, Arthur L., Buffalo Evening News.
Davis, J. W., Associated Press.
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Deakin, James, St. Louis Post-Dispatch.
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Degges, Charles B., Oakland (Calif.) Tribune.
Degler, Stanley E., Allentown Call-Chronicle.
Deming, Angus, Wall Street Journal.
Denny, Diana, Scripps-Howard Newspaper Alliance.
Dent, Harry C., Columbia (S.C.) State
de Pury, Edward G., United Press Associations.
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Dickson, Edward H., Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee
Dillman, Grant, United Press Associations.
Dittmer, D. W., United Press Associations.
Dixon, Don, International News Service.
Dixon, George, King Features Syndicate.
D'Lone, Richard G., Washington Daily News.
Dodd, Philip W., Chicago Tribune, Press Service.
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Donnelly, Tom, Washington Daily News.
Donoghue, John H., American Banker Daily.
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Edstrom, Ed, Louisville Courier Journal.
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Egan, Charles E., New York Times.
Egger, Charles, Scripps Howard Newspaper Alliance.
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Elliston, H. B., Washington Post and Times Herald.
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Emory, Alan S., Oswego (N. Y.) Palladium-Times, Watertown (N. Y.) Daily Times.
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Ervin, Morris D., Cincinnati Times-Star.
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Faron, Hamilton, Associated Press.
Farris, Frederick J., New York Herald Tribune.
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Felder, Stan, Washington Daily News.
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Finney, John Warren, United Press Associations.
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Ford, Elizabeth, Washington Post & Times-Herald.
Forrester, Leland S., Chicago Tribune Press Service.
Fortune, Francis C., Buffalo Evening News.
Foster, Herbert, United Press Associations.
Fox, Joseph A., Washington Evening Star.
Frandsen, Julius, Jr., United Press Associations.
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Frantz, Harry W., United Press Associations.
Free, Ann Cottrell, Birmingham News, North American Newspaper Alliance.
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Timmons, Bascom N., Houston Chronicle, Dallas Times Herald, Fort Worth Star Telegram, Tulsa World, New Orleans States, Shreveport Times, Nashville Tennessean, Philadelphia News, Youngstown Vindicator, Arkansas Democrat, Raleigh News and Observer, Wilmington (Del.) Journal-Every Evening and Wilmington (Del.) News, Amarillo News, and Wichita Falls Record-News, Pittsburg Sun Telegraph, Baton Rouge State Times, Baton Rouge Morning Advocate.
Torrey, Reginald F., Gannett News Service.
Tragle, J. Frank, Associated Press.
Trohan, Walter, Chicago Tribune Press Service.
Trussell, Charles P., New York Times.
Trussell, Douglas, Pawtucket Times, Bangor Daily News, Worcester Gazette, Springfield Union, Fall River Herald News, Waterbury Republican-American, Lynn Item, Holyoke Transcript-Telegram Northampton Gazette, Brockton Enterprise, New Bedford Standard-Times, Meriden Record, Newport (R. I.) Daily News, Beverly (Mass.) Times, Quincy (Mass.) Patriot-Ledger, Haverhill Gazette.
Trussell, Tait, Wall Street Journal.
Tsubokawa, Toshiro, Yomiuri Shimbun.
Tucker, Anne Liese, Demetag (Germany).
Tucker, Ray, McClure Newspaper Syndicate.
Tufty, Esther Van Wagoner, Michigan League of Home Dailies, Central Press Association, Dear Publications, Los Angeles Mirror, Capital Times (Wis.), Port Huron (Mich.) Times Herald, Midland (Mich.) Daily News, Holland (Mich.) Sentinel, Anniston (Ala.) Star, New Kensington (Pa.) Daily Dispatch, Elizabeth (N. C.) Advance, Gallipolis (O.) Daily Tribune, Huntingburg (Ind.) Independent, Wheaton (Ill.) Journal, Consolidated Press (Australia), The Overseas (Germany), London Daily Mirror, Little Falls (N. Y.) Times, Milford (Mass.) News, Biddeford (Me.) Journal.
Tully, Andrew F., Jr., Scripps-Howard Newspaper Alliance.
Turner, Kenneth H., Atlanta Journal.

U

Ullstein, Anthony, United Press Association.
Umstead, William L., International News Service.

V

Vaille, Frank W., Associated Press.
Van Bussum, Lyle G., Religious New Service.
van der Linden, Frank, Nashville Banner, Greenville (S. C.) News, Wilmington (N. C.) Star-News, Charlotte (N. C.) Observer.
van der Linden, Lyn, Wilmington (N. C.) Star-News.
Van Dernoot, Harry M., United Press Associations.
Van De Water, Marjorie, Science Service.
Varn, William O., Associated Press.
Viglietta, Andrew, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Nassau Daily Review Star, Jersey Journal.
Vincent, Jack, Dayton Journal Herald.
Vogt, John McFarland, Washington City News Service.
von Kahler, Anita, France Presse.
Voss, Earl H., Washington Evening Star.

W

Waggoner, Walter H., New York Times.
Wagner, Philip B., New Newspaper Service.
Waldman, Grace Jan, Jewish Telegraphic Agency.
Walker, John R., Southam Newspapers of Canada.
Walker, Norman, Associated Press.
Wall, Alfred E., Associated Press.
Walsh, Burke, N. C. W. C. News Service.
Walsh, Robert K., Washington Evening Star.
Walters, John B., London Daily Mirror.
Walz, Jay, New York Times.
Ward, Annette Culler, Women's Wear Daily, Daily News Record, Retailing Daily.
Ward, Paul W., Baltimore Sun.
Warden, Phillip L., Chicago Tribune Press Service.
Warner, James E., New York Herald Tribune.
Warren, Don S., Washington Evening Star.
Warren, Ernest G., Associated Press.
Warren, Lucian C., Buffalo Courier-Express.
Watson, Mark S., Baltimore Sun.
Webb, Arthur, London Daily Herald.
Weiss, Kenneth F., International News Service.
Welsh, Estelle G., St. Louis Post-Dispatch.
Wharton, Elizabeth, United Press Associations.
White, William S., New York Times.
Whitehead, Don, Associated Press.
Whitney, Robert F., New York Times.
Wiggins, James R., Washington Post and Times Herald.
Wiggins, Patricia Ann, United Press Associations.
Wilcove, Raymond, International News Service.
Wilcox, U. V., American Banker Daily.
Williams, Dorothy E., St. Petersburg Times, St. Joseph News-Press, St. Joseph Gazette, Decatur (Ill.) Herald, Decatur (Ill.) Review, Champaign, Urbana (Ill.) Courier, East St. Louis (Ill.) Journal, Southern Illinoisan.
Williams, Gladstone, Atlanta Constitution, Fresno (Calif.) Bee, Modesto (Calif.) Bee, Sacramento Bee.
Williams, J. L., Kansas City Star.
Williams, Juanita, The Copley Press, Inc., Springfield (Ill.) Illinois State Journal, Springfield (Ill.) Illinois State Register, Aurora (Ill.) Beacon-News, Joliet (Ill.) Herald-News, Elgin (Ill.) Courier-News, San Diego (Calif.) Tribune, San Diego (Calif.) Union, Alhambra (Calif.) Post-Advocate, Monrovia (Calif.) News-Post, Redondo (Calif.) Daily Breeze, San Pedro (Calif.) News-Pilot, Glendale (Calif.) News-Press, Culver City (Calif.) Star-News, Venice (Calif.) Vanguard.
Williams, Leonard, David Lawrence Associates.
Wilson, John B., Minneapolis Star and Tribune, Des Moines Register and Tribune.
Wilson, Lyle C., United Press Associations.
Wilson, Richard L., Des Moines Register and Tribune, Minneapolis Star and Tribune.
Wilson, Samuel S., Cincinnati Times Star.
Winship, Thomas, Washington Post and Times Herald.
Witcover, Jules J., Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Nassau Daily Review, Jersey Journal.
Wolfe, Bennett, Associated Press.
Wolff, George R., France Presse.
Woods, Edward F., St. Louis Post-Dispatch.
Wooldridge, P. Jack, Jr., Wall Street Journal.
Wooton, Paul, New Orleans Times Picayune.
Worth, John, New York Journal of Commerce.
Wright, J. Newman, Passaic Herald-News.

Y

Yamamoto, Susumu, Mainicki Shimbun.
Yamatomi, Kuranosuki, Jiji Press, Ltd. (Tokyo).
Yap, Diosdado M., Manila Chronicle.
Yost, Paul M., Associated Press.
Young, Joseph, Washington Evening Star.
Young, Robert C., Chicago Tribune.

Z

Zielke, George R., Toledo Blade, Pittsburgh Post Gazette.
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Keith Bldg., Cleveland 15, Ohio
BREDLOW, WARREN K. ADVERTISING AGENCY (B)
2303 Alice St., Dallas, Texas
BREESE ASSOCIATES, INC., MURRAY (A)
76 N. Broadway, Irvington-on-Hudson, N.Y.
BRENNAN ADVERTISING AGENCY (B)
1414 W. Clay, Houston 19, Texas
BRESNICK COMPANY, INC., THE (A)
216 Tremont St., Boston 16, Mass.
BREWER & CO., BRUCE B. (A)
900 Walnut St., Kansas City 6, Mo.
BRIDGE COMPANY, THE HARRY P. (A)
1324 Walnut St., Philadelphia 7, Pa.
BRIGGS & VARLEY, INC. (A)
14 E. 48th St., New York 17, N.Y.
BRIGHTMAN COMPANY, JULIAN (A)
702 Beacon St., Boston 15, Mass.
BRINLEY, J. F. ADVERTISING AGENCY SERVICE (B)
4602 Cedar St., Bellaire 1, Texas
BRISACHER, WHEELER & STAFF (A)
1660 Bush St., San Francisco 9, Cal.
350 Fifth Ave., New York 1, N.Y.
BRODSKY, FRANK F., ADVERTISING (A)
520 N. Michigan Ave., Chicago 11, Ill.
BROILES, ROWLAND CO. (B)
805 Dan Waggoner Bldg., Fort Worth 2, Texas
BROOKE, SMITH, FRENCH & DORRANCE, INC. (A)
8469 E. Jefferson Ave., Detroit 14, Mich.
52 Vanderbilt Ave., New York 17, N.Y.
BROOKS ADVERTISING AGENCY (A)
1610 Argyle Ave., Hollywood 28, Cal.
BROOKS ADVERTISING AGENCY, S. M. (A-B)
Union Nat'l Bank Bldg., Little Rock, Ark.
BROOKS-POLLARD COMPANY (A-B)
Boyle Bldg., Little Rock, Ark.
BROTHER & COMPANY, D. P., (INC.) (A)
General Motors Bldg., Detroit 2, Mich.
Boulevard Bldg., Detroit 2, Mich.
BROUGH, ADVERTISING (B)
Lacy Bldg., Dallas 1, Texas
BROWN, ARNOLD D. ADVERTISING SERVICE (B)
755 W. Flagler St., Miami 32, Fla.
BROWN ADVERTISING AGENCY (A)
Everett Bldg., Akron 8, Ohio
BROWN ADVERTISING AGENCY, E. H. (A)
20 N. Wacker Drive, Chicago 6, Ill.
BROWN COMPANY, INC., CARL S. (A)
630 Fifth Ave., New York 20, N.Y.
BROWNE ADVERTISING, BURTON (A)
619 N. Michigan Ave., Chicago 11, Ill.
BROWN & MITCHELL, LTD. (C)
Main & Pender Sts., Vancouver, B.C., Canada
BROWNSON CO., THE (A)
Metropolitan Life Bldg., Minneapolis 1, Minn.
BROYLES COMPANY, INC., GALEN E. (A)
Midland Savings Bldg., Denver 2, Colo.
Vorhes Bldg., Colorado Springs, Colo.
BRUCK ADVERTISING CORPORATION, FRANKLIN (A)
R.K.O. Bldg., Rockefeller Center, New York 20, N.Y.
BRYAN & BRYAN ADVERTISING (A-B)
615 Jordan St., Shreveport 85, La.
BUCHANAN & COMPANY, INC. (A)
1501 Broadway, New York 36, N.Y.
451 N. La Cienega Blvd.
Los Angeles 48, Cal.
155 Montgomery St., San Francisco 4, Cal.
BUCHANAN-THOMAS ADVERTISING CO. (A)
412 S. 19th St., Omaha 2, Neb.
BUCHEN COMPANY, THE (A)
400 W. Madison St., Chicago 6, Ill.
BUCKLEY ORGANIZATION, THE (A)
Lincoln-Liberty Bldg.
Philadelphia 7, Pa.
BUCKNER-CRAIG & WEBSTER (B)
22 Park Place, Lubbock, Texas
BUDDEMEIER COMPANY, H. W. (A)
530 St. Paul Place, Baltimore 2, Md.
BULL & COMPANY, FRANK (A)
1239 N. Highland Ave., Los Angeles 38, Cal.
BULL, INCORPORATED, J. C. (A)
101 Park Ave., New York 17, N.Y.
BUNTIN & ASSOCIATES, INC. (B)
203 Broadway National Bank Bldg., Nashville 3, Tenn.
BURGESS AND COMPANY, WILL (A)
386 Fourth Ave., New York 16, N.Y.
BURGHARD, INC., AUGUST (A-B)
301 E. Las Olas Blvd., Fort Lauderdale, Fla.
BURKE, R. J., ADVERTISING INC. (B)
2133 McKinney Ave., Dallas 4, Texas
BURLINGAME-GROSSMAN ADVERTISING (A)
207 S. Wabash Ave., Chicago 4, Ill.
BURNET-KUHN ADV. CO. (A)
520 N. Michigan Ave., Chicago 11, Ill.
BURNETT & LOGAN (A)
450 E. Ohio St., Chicago 11, Ill.
BURNETT COMPANY, INC., LEO (A)
360 N. Michigan Ave., Chicago 1, Ill.
BURNS ADVERTISING AGENCY, LTD. (C)
1500 St. Catherine St., West, Montreal, Que., Canada
BUSE ADVERTISING AGENCY, ELLIOTT (A)
320 N. Charles St., Baltimore 1, Md.
BYER & BOWMAN ADVERTISING AGENCY (A)
66 South Sixth St., Columbus 15, Ohio
BYRDE, RICHARD & POUND (A)
381 Fourth Ave., New York 16, N.Y.

C

CABLE, JACK & ASSOCIATES (B)
1231 Peden St., Houston 6, Texas
CABOT & CO., INC., HAROLD (A)
136 Federal St., Boston 10, Mass.
CAIRE ASSOCIATES, AGENCY (B)
303 Liberty Bldg., New Orleans 13, La.
CALDER, FRANK, ADVERTISING (B)
612 1-2 E. Jefferson, Dallas, Texas
CALDWELL, LARKIN & CO., INC. (A)
Merchants Bk. Bldg., Indianapolis 4, Ind.
CALKINS & HOLDEN (A)
Carlock, McClinton & Smith, Inc., 247 Park Ave., New York 17, N.Y.
333 N. Michigan Ave., Chicago 1, Ill.
CAMPBELL-EWALD COMPANY (A)
General Motors Bldg., Detroit 2, Mich.
230 N. Michigan Ave., Chicago 1, Ill.
714 W. Olympic Blvd., Los Angeles 15, Cal.
235 Montgomery St., San Francisco 4, Cal.
488 Madison Ave., New York 22, N.Y.
CAMPBELL-MITHUN, INCORPORATED (A)
Northwestern Bank Bldg., Minneapolis 2, Minn.
Palmolive Bldg., Chicago 11, Ill.
CANADAY, EWELL & THURBER, INC. (A)
Spitzer Bldg., Toledo 4, Ohio
23 E. Jackson Blvd., Chicago 4, Ill.
CANADIAN ADVERTISING AGENCY, LTD., (Canada) (A-C)
Sun Life Bldg., Montreal 2, Quebec
Star Bldg., Toronto 1, Ontario
CANTOR, SOLB S. (A)
1711 Walnut St., Philadelphia 3, Pa.
CAPLES COMPANY, THE (A)
225 E. Erie St., Chicago 11, Ill.
295 Madison Ave., New York 17, N.Y.
1504 Dodge St., Omaha 2, Neb.
301 S. Kingsley Drive, Los Angeles 5, Cal.

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CANADIAN PARLIAMENTARY PRESS GALLERIES——Cont'd

Oastler, James	8-5761	Montreal Star, 171 Carleton Ave.
O'Leary, Brian (x)	4-3052	Calgary Albertan, 180 Acacia Ave.
O'Leary, Dillon (x)	8-2346-R	Vancouver Sun, 20 Euclid
Robinson, Miss Judith (x)	.....	Toronto Telegram, Press Gallery
Sykes, Alfred (x)	2-9393	Ottawa Journal, 515 Laurier Ave. West, Apt. 3
Taylor, Robert (x)	2-9170	Toronto Star, 255 Metcalfe St., Apt. 68
Tsvetkov, Ivan V.	.....	Tass News Agency, 258 Daly Ave.
Vigeant, Pierre	9-4511	Le Devoir, 140 Nicolet St., Hull, Que.
Waring, Gerald	5-4742	Montreal News Services, 26 Aylen Ave. Woodroffe
Zanker, Alfred G.	.....	Neue Zurcker Zeitung, 210 Stewart St.
ASSOCIATE MEMBERS:		
Barkway, Michael	2-6349	Financial Post, 205 Clemow
Fraser, Blair	4-0164	MacLeans Magazine, 150 Acacia Ave.
Hillman, Serrell	3-1787	Time, 338 Wilbrod St.
McKeown, Robert	Pa-2-4883	Weekend Picture Magazine, 660 Windermere Ave.
Riggan, Byron	6-2363	Life, 311 Daly St.
Scotten, Cliff	2-5365	Cooperative Press Association, 301 Metcalfe St.
Smith, I. Norman	3-6811	Ottawa Journal, 16 McKinnon Road
Stevenson, J. A.	3-6344	Manchester Guardian, 398 Wilbrod St.
Yarrow, Marshall	3-9164	Southam News Services, 14 Stevens Ave.

All addresses are in Ottawa, unless otherwise stated.

ADVERTISING AGENCIES RECOGNIZED BY ANPA, SNPA AND CDNPA—Continued

(Continued from page 257)

CAREY, BILL & ASSOCIATES, ADVERTISING (B)
AAA-Carey Bldg., Washington Blvd. at Laurel
Sarasota, Fla.
CARGILL & WILSON, INC. (A-B)
11 South Second St., Richmond, Va.
CARPENTER ADVERTISING CO., THE (A)
1220 Huron Road, Cleveland 15, Ohio
CARSON, ROBERTS, INC. (A)
8811 Alden Drive, Los Angeles 48, Cal.
CARTER ADVERTISING AGENCY, INC. (A)
912 Baltimore Ave., Kansas City 6, Mo.
CARTER, GARRY J. OF CANADA, LTD. (C)
59 Avenue Road, Toronto, Ontario, Canada
CARY-HILL, INC. (A)
A.I.B. Bldg., Des Moines 9, Iowa
CAVALIER ADVERTISING AGENCY OF NORFOLK (A)
148 Granby St., Norfolk 10, Va.
CAYTON, INC. (A)
9 E. 40th St., New York 16, N.Y.
CECIL & PRESBREY, INC. (A)
247 Park Ave., New York 17, N.Y.
CENTRAL ADVERTISING CORPORATION (A)
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CHAMBERS INC., W. CRAIG (A)
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CHAMBERS & WISWELL, INC. (A)
Park Square Bldg., Boston 16, Mass.
CHAMBRE ADVERTISING AGENCY, INC. (A-B)
7123 Biscayne Blvd., Miami 38, Fla.
270 Madison Ave., New York 16, N.Y.
CHAPIN-DAMM ADVERTISING (A)
713 Ninth St., Sacramento 14, Cal.
CHAPMAN & CHRYST (B)
Professional Bldg., Bradenton, Fla.
CHAPMAN CO. (B)
McBirney Bldg., Tulsa 2, Okla.
CHICAGO ADVERTISING AGENCY (A)
20 W. Jackson Blvd., Chicago 4, Ill.
CHIRURG COMPANY, JAMES THOMAS (A)
31 St. James Ave., Boston 16, Mass.
122 E. 42nd St., New York 17, N.Y.
CHITTICK COMPANY, WALTER S. (A)
1500 Walnut St., Philadelphia 2, Pa.
CHRISTIANSEN ADVERTISING AGENCY (A)
135 S. La Salle St., Chicago 3, Ill.
CHRISTOPHER AGENCY, ROBERT J. (A)
20 N. Wacker Drive, Chicago 6, Ill.
CLARK & BOBERTZ, INC. (A)
Fox Bldg., Detroit 1, Michigan
CLARK CO., DARWIN H. (A)
1139 W. 6th St., Los Angeles 17, Cal.
CLARK, INCORPORATED. C. P. (A-B)
The Penthouse, James Robertson Hotel, Nashville 3, Tenn.
CLARKE & ASSOCIATES, INC., ROBERT E. (A)
du Pont Bldg., Miami 32, Florida
CLARKE, GEORGE I. CO. (B)
1401 Peachtree St. N.E., Atlanta 5, Ga.
CLARKE, ROBERT E. & ASSOCIATES INC.
1614 du Pont Bldg., Miami 32, Fla.
CLEMENTS COMPANY, INC., THE (A)
1601 Chestnut St., Philadelphia 3, Pa.
CLINE ADVERTISING SERVICE, INC. (A)
First Natl. Bank Bldg., Boise, Idaho
CLINE INCORPORATED, ELMER L. (A)
Harwood Bldg., Scarsdale, N.Y.
COCKFIELD, BROWN & COMPANY, LIMITED, (CANADA) (A-C)
Canada Cement Co. Bldg., Montreal, Quebec
Metropolitan Bldg., Toronto, Ont.
Railway Electric Chambers, Winnipeg, Manitoba
1164 Melville St., Vancouver, B.C.
7 Adelaide St., W., Toronto, Ontario
COHAN ADVERTISING AGENCY, ELI (A)
Schmidt Bldg., Cincinnati 2, Ohio
COHEN ADVERTISING COMPANY, INC., HARRY B. (A)
41 E. 42nd St., New York 17, N.Y.
COHEN & MARKS (A)
200 Fifth Ave., New York 10, N.Y.
COLE AND COMPANY (A-B)
Sterick Bldg., Memphis 3, Tenn.
COLTON COMPANY, WENDELL P. (A)
122 E. 42nd St., New York 17, N.Y.
COMER AND REAMES, INCORPORATED (A)
15 W. 10th St., Kansas City 6, Mo.
COMMERCE ADVERTISING AGENCY (A)
4 W. 40th St., New York 36, N.Y.
COMPTON ADVERTISING, INC. (A)
261 Madison Ave., New York 16, N.Y.
141 W. Jackson Blvd., Chicago 4, Ill.
744 N. Fourth St., Milwaukee 3, Wis.
COMSTOCK & COMPANY (A)
344 Delaware Ave., Buffalo 2, N.Y.
CONAHAY, INCORPORATED, ROBERT (A)
270 Park Ave., New York 17, N.Y.
CONDON COMPANY, THE (A)
Rust Bldg., Tacoma 2, Wash.
CONNER ADV. AGENCY, INC. (A)
431 W. Colfax Ave., Denver 4, Colo.
CONNER, JACKSON, WALKER, McCLURE, INC. (A)
461 Market St., San Francisco 5, Cal.
CONROY, INC., THOMAS F. (A-B)
Majestic Bldg., San Antonio 5, Texas
CORE CO., GUY C. (A)
Reynolds Bldg., Jackson, Mich.
Commerce Bldg., Toledo 4, Ohio
CORSI, CHARLES, ADVERTISING (B)
Box 2293, Daytona Beach, Fla.
COSBY AND COOPER (A)
235 Montgomery Street, San Francisco 4, Cal.
COTTER ADVERTISING AGENCY (A)
120 Boylston St., Boston 16, Mass.
COUCHMAN ADVERTISING AGENCY (B)
1517 Laurel St., Columbia 1, S.C.
COWAN & DENGLER, INC. (A)
17 E. 45th St., New York 17, N.Y.
COX ADVERTISING AGENCY (B)
Arcade Bldg., Columbia 1, S.C.
CRAFT ADVERTISING CO. (A)
230 E. Ohio St., Chicago 11, Ill.
CRAIG ADVERTISING, INC., JOHN GILBERT (A)
913 Washington St., Wilmington 99, Del.
CRAMER-KRASSELT CO., THE (A)
733 N. Van Buren St., Milwaukee 2, Wis.
CRAMER-TOBIAS-MEYER, INC. (A)
515 Madison Ave., New York 22, N.Y.
CRAWFORD & PORTER ADVERTISING, INC.
Five Ivy St. Bldg., Atlanta, Ga.
CRISP & HARRISON AGENCY (B)
409 W. Adams St. Bldg., Jacksonville, Fla.
CRITCHFIELD & COMPANY (A)
720 N. Michigan Ave., Chicago 11, Ill.
CROLLY ADVERTISING AGENCY (A)
42 East Market St., Wilkes-Barre, Pa.
CROMBIE ADVERTISING CO. LTD. (C)
391 St. James St., West, Montreal 1, Que., Canada
CROOK ADVERTISING AGENCY (A-B)
Fidelity Union Bldg., Dallas 1, Texas
CROOT CO., INC., SAMUEL C. (A)
28 W. 44th St., New York 36, N.Y.
CRUTTENDEN & EGER ASSOCIATES (A)
201 N. Wells St., Chicago 6, Illinois
CUMMINGS ADVERTISING AGENCY CO. (B)
158 Madison Ave., Memphis 3, Tenn.
CUNNINGHAM & WALSH, INCORPORATED (A)
260 Madison Ave., New York 16, N.Y.
CUSHING COMPANY, THE (A)
716 N. Second St., Phoenix, Ariz.
CUSICK-SCHWERKE & WILD (B)
2200 Transit Tower, San Antonio, Texas

D

DAKE ADVERTISING AGENCY, THE (A)
760 Market St., San Francisco 2, Cal.
DANCER-FITZGERALD-SAMPLE ADVERTISING (CANADA) LTD. (C)
6 King St., East, Toronto 1, Ont., Canada
DANCER-FITZGERALD-SAMPLE, INC. (A)
347 Madison Ave., New York 17, N.Y.
221 N. La Salle St., Chicago 1, Ill.
DANCER-FITZGERALD-SAMPLE OF SAN FRANCISCO, INC. (A)
114 Sansome St., San Francisco 4, Cal.
D'ARCY ADVERTISING COMPANY (A-C)
Missouri Pacific Bldg., St. Louis 3, Mo.
Terminal Tower, Cleveland 13, Ohio
515 Madison Ave., New York 22, N.Y.
90 Broadview Ave., Toronto, Ont.
C & I Life Bldg., Houston 2, Texas
DAVID, INC., ADVERTISING AGENCY (A)
First National Bank Bldg., St. Paul 1, Minn.
DAY, HARRIS, MOWER & WEINSTEIN, INC. (B)
Rhodes-Haverty Bldg., Atlanta, Ga.
DEADWYLER, HUGH A. ADVERTISING (B)
Wilder Bldg., Charlotte 1, N.C.
de GARMO, INCORPORATED (A)
122 E. 38th St., New York 16, N.Y.
De JACO, JERRY ADVERTISING (B)
3805 S. Olive Ave., West Palm Beach, Fla.
DeJERNETT, IRA E., ADVERTISING AGENCY (B)
709 Employers Ins. Bldg., Dallas 2, Texas
DENHARD & STEWART, INC. (A)
114 E. 32nd St., New York 16, N.Y.
DENMAN & BAKER, INC. (A)
Buhl Bldg., Detroit 26, Michigan
A. J. DENNE & CO., LTD. (C)
90-92 King St. West, Toronto 1, Ont., Canada
DENNIS, HUGH C. & ASSOCIATES, ADVERTISING AGENCY (B)
47 W. Monroe, Jacksonville 2, Fla.
DENTON, PHILLIP, ADVERTISING (B)
45 Eleventh St., N.E., Atlanta, Ga.
DESBARATS ADVERTISING AGENCY (C)
480 Lagauchetiere St., W., Montreal 1, Que., Canada
DEUTSCH & SHEA, INC. (A)
230 W. 41st St., New York 36, N.Y.
DEUTSCH & SHEA NEW JERSEY CORPORATION (A)
1 Exchange Place, Jersey City, N.J.
DEVINE & BRASSARD, INC. (A)
Realty Bldg., Spokane 8, Wash.
DEWEY, JOHN PEYTON, ADVERTISING AGENCY (B)
2115 N. St. Paul, Dallas, Texas
DICKLOW, ADVERTISING AGENCY (B)
1025 National City Bldg., Dallas, Texas
DIENER & DORSKIND, INC. (A)
147 W. 42nd St., New York 36, N.Y.
DINERMAN AND COMPANY, INC. (A)
Enquirer Bldg., Cincinnati 2, Ohio
DINUOSCIO, ADVERTISING, PHIL (A)
Second National Bldg., Akron 8, Ohio
DITTMAN & KANE, INC. (A)
225 S. 15th St., Philadelphia 2, Pa.
DIXIE ADVERTISERS (A-B)
316 E. Pearl St., Jackson, Miss.
DOBBS COMPANY, THE (A)
107 W. 43rd St., New York 36, N.Y.
DOE-ANDERSON ADVERTISING AGENCY (A-B)
Martin Brown Bldg., Louisville 2, Ky.
DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC. (A)
350 Fifth Ave., New York 1, N.Y.
DONAHUE & COE, INC. (A-B)
R.K.O. Bldg., Rockefeller Center, New York 20, N.Y.
Hurt Bldg., Atlanta 20, Ga.
DONER & COMPANY, W. B. (A)
Washington Blvd. Bldg., Detroit 26, Mich.
DONER AND COMPANY, W. B. (A)
203 N. Wabash Ave., Chicago 1, Ill.
DOREMUS & COMPANY (A)
120 Broadway, New York 5, N.Y.
DOREMUS & CO., INC. (A)
53 State St., Boston 9, Mass.
DOREMUS & COMPANY, INC. (A)
208 So. La Salle St., Chicago 4, Ill.
DOREMUS & CO., LTD. (A)
425 Bush St., San Francisco 8, Cal.
DOREMUS-ESHLEMAN COMPANY (A)
1522 Locust St., Philadelphia 2, Pa.
DORLAND ADVERTISING AGENCY, INC. (A)
2 S. Ohio Ave., Atlantic City, N.J.
DORR, AUGUST, ADVERTISING (B)
130 Biscayne Blvd., Miami 32, Fla.
DOUGLASS, W. H. ADVERTISING (B)
1400 Chestnut St., Chattanooga 2, Tenn.
DOWD, INC., CHARLES F. (A)
Richardson Bldg., Toledo 4, Ohio
DOWD, INCORPORATED, JOHN C. (A)
Park Square Bldg., Boston 16, Mass.
DOWD, REDFIELD & JOHNSTONE, INC. (A)
501 Madison Ave., New York 22, N.Y.
DOYLE, DANE, BERNBACH, INC. (A)
20 W. 43rd St., New York 36, N.Y.
DOYLE, KITCHEN & McCORMICK, INC. (A)
501 Fifth Ave., New York 17, N.Y.
DOYNE ADVERTISING AGENCY (A-B)
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DREHER, INC., MONROE F. (A)
30 Rockefeller Plaza, New York 20, N.Y.
DUBIN AND FELDMAN, INC. (A)
Bigelow Bldg., Pittsburgh 19, Pa.
DUDGEON, TAYLOR & BRUSKE, INC. (A)
7338 Woodward Ave., Detroit 2, Mich.
DUGGAN, ADVERTISING, FRANK E. (A)
307 N. Michigan Ave., Chicago 1, Ill.

E

EANES, INC., CABELL (A-B)
100 West Main St., Richmond 20, Va.
EASTBURN & SEIGEL (B)
623 Spring St., N.W., Atlanta, Ga.
EASTMAN, SCOTT & COMPANY (A-B)
26 Third St., N.E., Atlanta, Ga.
ECOFF & JAMES, INC. (A)
121 S. Broad St., Philadelphia 7, Pa.
EDDY-RUCKER-NICKELS COMPANY, THE (A)
4 Brattle St., Cambridge 38, Mass.
EDWARDS AGENCY, INC., THE (A)
435 S. La Cienega Blvd., Los Angeles 48, Cal.
EISFELD ADVERTISING MANAGEMENT, E. M. (A-B)
20 S.E. 3rd Ave., Miami 32, Fla.
ELLINGTON & COMPANY, INC. (A)
535 Fifth Ave., New York 17, N.Y.
ELLIS ADVERTISING COMPANY (A)
Erlanger Theatre Bldg., Buffalo 1, N.Y.
77 York St., Toronto, Ontario
448 Seymour St., Vancouver, B.C.
ELLIS COMPANY, A. W. (A)
24 School St., Boston 8, Mass.
EMBRY ADVERTISING AGENCY, TALLY (A-B)
150 S.E. Third Ave., Miami 32, Florida
EMERY ADVERTISING CORPORATION (A)
2 North Avenue, East, Baltimore 1, Md.
ENDERS ADVERTISING, INC., ROBERT J. (A)
1001 Connecticut Ave., N.W., Washington 6, D.C.
ENGEL ADVERTISING INCORPORATED (A)
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EQUITY ADVERTISING AGENCY (A)
220 W. 42nd St., New York 36, N.Y.
ERWIN, WASEY & COMPANY, INC. (A)
420 Lexington Ave., New York 17, N.Y.
155 E. 44th St., New York 17, N.Y.
ERWIN, WASEY & CO., LTD. (A)
230 N. Michigan Ave., Chicago 1, Ill
5045 Wilshire Blvd., Los Angeles 36, Cal.
ERWIN, WASEY & COMPANY OF MINNESOTA (A)
523 Marquette Ave., Minneapolis 2, Minn.
ERWIN, WASEY & CO., OF THE SOUTH (A)
First National Bank Bldg., Oklahoma City 2, Okla.
ESTY & COMPANY, INC., WILLIAM (A)
100 E. 42nd St., New York 17, N.Y.
EVANS AND ASSOCIATES, INC., DAVID W. (A-B)
Phillips Petroleum Bldg., Salt Lake City 1, Utah
EVANS & ASSOCIATES (A)
Dan Waggoner Bldg., Fort Worth 2, Texas
EVANS COMPANY, GEORGE (A)
207 E. Broward Blvd., Ft. Lauderdale, Fla.

F

FACTOR-BREYER, INCORPORATED (A)
607 S. Hobart Blvd., Los Angeles 5, Cal.
FAIRALL & COMPANY (A)
Liberty Bldg., Des Moines 9, Iowa
FAIRFAX, INC. (A)
17 E. 49th St., New York 22, N.Y.
FARSON, HUFF AND NORTHLICH (A-B)
Republic Bldg., Louisville 2, Ky.
FEIGENBAUM AND WERMEN ADVERTISING AGENCY (A)
1922 Spruce St., Philadelphia 3, Pa.
FEIN ADVERTISING, NATHAN (A)
171 Madison Ave., New York 16, N.Y.
FENSHOLT ADVERTISING AGENCY, THE (A)
360 N. Michigan Ave., Chicago 1, Ill.
FERRES ADVERTISING LTD. (C)
63 Duke St., Hamilton, Ont., Canada
FERTIG & COMPANY, INC., LAWRENCE (A)
149 Madison Ave., New York 16, N.Y.
FIELDS & CO., ROBERT G. (B)
1100 Sudekom Bldg., Nashville 3, Tenn.
FILMORE COMPANY, INC., THE (A)
430 N. Michigan Ave., Chicago 11, Ill.
FINN, WILLIAM F. (B)
903 Bryant Petroleum Bldg., Tyler, Texas
FIRESTONE-GOODMAN ADV. AGENCY, INC. (A)
Syndicate Bldg., Minneapolis 2, Minn.
FISHER CO., THE JAMES, LTD. (C)
215 Victoria St., Toronto 1, Canada
FITZGERALD, INC. (A)
31 Canal St., Providence 3, R.I.
FITZGERALD ADVERTISING AGENCY (A-B)
1040 St. Charles Ave., New Orleans 13, La.
FITZMORRIS ADVERTISING, INC. (A)
6 N. Michigan Ave., Chicago 2, Ill.
FLACK ADVERTISING AGENCY, INC. (A)
217 Montgomery St., Syracuse 2, N.Y.
FLAGLER ADVERTISING, INC. (A)
170 Franklin St., Buffalo 2, N.Y.
FLANAGAN ADVERTISING AGENCY, JAMES R. (A)
475 Fifth Ave., New York 17, N.Y.
FLINT ADVERTISING, INC. (B)
4014 Chase Ave., Miami Beach, Fla.
FLOREY, INC., GEORGE F. (A)
135 S. La Salle St., Chicago 3, Ill.
FOLEY ADVERTISING AGENCY, INC., THE RICHARD A. (A)
1528 Walnut St., Philadelphia 2, Pa.
FOLTZ-WESSINGER, INC. (A)
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FOOTE, CONE & BELDING (A)
155 E. Superior St., Chicago 11, Ill.
247 Park Ave., New York 17, N.Y.
601 W. 5th St., Los Angeles 13, Cal.
235 Montgomery St., San Francisco 4, Cal.
6233 Hollywood Blvd., Hollywood 28, Cal.
Pacific Bldg., Portland 4, Ore.
Esperson Bldg., Houston 2, Texas
FORT & CO. (B)
1101 S. Tryon, Charlotte 1, N.C.
FORT LAUDERDALE PUBLICITY BUREAU (B)
25 W. Broward Blvd., Fort Lauderdale, Fla.
FOSTER ADVERTISING LTD. (C)
149 Alcorn Ave., Toronto, Ont., Canada
FOSTER & DAVIES, INC. (A)
Keith Bldg., Cleveland 15, Ohio.
FOX, JAMES R. (B)
153 S. Hamilton St., High Point, N.C.
FRANK, ALBERT-GUENTHER LAW, INC. (A)
131 Cedar St., New York 6, N.Y.
10 Post Office Sq., Boston 9, Mass.
1 La Salle St., Chicago 2, Ill.
Packard Bldg., Philadelphia 2, Pa.
425 Bush St., San Francisco 8, Cal.
FRANK & ASSOCIATES, JULIAN (A)
22 E. Elm St., Chicago 11, Ill.
FRANK COMPANY, LOUIS K. (A)
132 Newbury St., Boston 16, Mass.
FRANK, INC., CLINTON E. (A)
The Merchandise Mart, Chicago 54, Ill.
FRANKEL COMPANY, JONES (A)
180 N. Wabash Ave., Chicago 1, Ill.
FRANKLIN ASSOCIATES (A)
2022 S. Mesa St., San Pedro, Cal.
FREDERICK-CLINTON CO., INC., THE (A)
545 Fifth Ave., New York 17, N.Y.
FREIBERGER & COMPANY, CURT (A)
1439 Court Place, Denver 2, Colorado
FREITAG ADVERTISING AGENCY (A-B)
988 Spring St., N.W., Atlanta, Ga.
FRENCH & ASSOCIATES, OAKLEIGH R. (A)
4235 Lindell Blvd., St. Louis 8, Mo.
FRENCH & PRESTON, INC. (A)
500 Fifth Ave., New York 36, N.Y.
FREYSTADT ASSOCIATES, INC., E. M. (A)
41 E. 42nd St., New York 17, N.Y.
FRIEND, REISS, McGLONE, ADVERTISING (A)
221 W. 57th St., New York 19, N.Y.
FRIZZELL ADVERTISING AGENCY, INC. (A)
1325 Nicollet Ave., Minneapolis 3, Minn.
FROST CO., INC., HARRY M. (A)
260 Tremont St., Boston 16, Mass.
FUCHS, ZEMP AND CELANDER, INC. (B)
2424 Central Ave., St. Petersburg, Fla.
FULLER & SMITH & ROSS, INC. (A)
1501 Euclid Ave., Cleveland 15, Ohio
71 Vanderbilt Ave., New York 17, N.Y.
105 W. Adams St., Chicago 3, Ill.
FULTON, MORRISSEY COMPANY (A)
612 N. Michigan Ave., Chicago 11, Ill.
FUTTERMAN ADVERTISING AGENCY, WM. (A)
737 N. Michigan Ave., Chicago 11, Ill.

G

GALLOWAY-WALLACE ADVERTISING AGENCY (B)
522 Braniff Bldg., Oklahoma City 2, Okla.
GANDY-OWENS ADVERTISING AGENCY (B)
1221 Texas Bank Bldg., Dallas 2, Texas
GARDNER ADVERTISING CO. (A)
915 Olive St., St. Louis 1, Mo.
9 Rockefeller Plaza, New York 20, N.Y.
GARDNER COMPANY, FRED (A)
244 Madison Ave., New York 16, N.Y.
GARFIELD & ASSOCIATES, SIDNEY (A)
26 O'Farrell St., San Francisco 8, Cal.
GASCOIGNE & OWEN, INC. (A)
505 Pleasant St., St. Joseph, Mich.
GATES-BOURGEOIS ADVERTISING AGENCY (A)
6408 Euclid Ave., Cleveland 3, Ohio
GATES CO., W. N. (A)
1148 Euclid Ave., Cleveland 15, Ohio
GAYNOR & CO., INC. (A)
10 E. 49th St., New York 17, N.Y.
GEARE-MARSTON, INC. (A)
22nd and Locust Sts., Philadelphia 3, Pa.
GEER, DuBOIS & COMPANY, INC. (A)
101 Park Ave., New York 17, N.Y.
GEER-MURRAY COMPANY (A)
190 Main St., Oshkosh, Wis.
GEISSINGER & CO., INC., W. B. (A)
311 N. Flores St., Los Angeles 48, Cal.
GELDERS COMPANY, J. F. (A)
Wright Bldg., Oklahoma City 2, Okla.
GELLES ADVERTISING AGENCY, INC. (A)
50 E. Fordham Road, New York 58, N.Y.
GENERAL ADVERTISING AGENCY, INC. (A)
6518 Selma Avenue, Los Angeles 28, Cal.
GERBER COMPANY, JOSEPH R. (A)
1305 S.W. Twelfth Ave., Portland 1, Ore.
GERTH-PACIFIC ADVERTISING AGENCY (A)
604 Mission St., San Francisco 5, Cal.
GEYER ADVERTISING, INC. (A)
745 Fifth Ave., New York 22, N.Y.
Third National Bldg., Dayton 2, Ohio
14250 Plymouth Rd., Detroit 32, Mich.
GIBBONS ADVERTISING AGENCY, INC. (A-B)
Daniel Bldg., Tulsa 3, Okla.
GIBBONS, J. J., LTD. (C)
200 Bay St., Toronto 1, Ont., Canada
GIBBONS-O'NEILL, INC. (A)
3113 Prospect Ave., Cleveland 15, Ohio
GIBNEY AND BARRECA (A)
100 Chestnut St., Springfield 3, Mass.
GILLHAM ADVERTISING AGENCY, INC. (A)
Continental Bank Bldg., Salt Lake City 1, Utah
GITTINS, ADVERTISING, BERT S. (A)
732 N. Broadway, Milwaukee 2, Wis.
GLASSER-GAILEY, INC. (A)
3416 W. First St., Los Angeles 4, Cal.
GLEASON ADVERTISING AGENCY (A)
Fisher Bldg., Detroit 2, Mich.
GLENN ADVERTISING, INC. (A-B)
301 E. Fifth St., Fort Worth 2, Texas
1515 Elm St., Dallas 1, Texas
5420 Crenshaw Blvd., Los Angeles 43, Cal.
Peoples Natl. Bank Bldg., Tyler, Texas
GLENN-JORDAN-STOETZEL INC. (A)
307 N. Michigan Ave., Chicago 1, Ill.
GOBER ADVERTISING AGENCY (B)
447 Orleans St., Beaumont, Texas
GOERL ASSOCIATES, INC., STEPHEN (A)
48 E. 43rd St., New York 17, N.Y.
GOLDBERG ADVERTISING AGENCY, MAX (A)
E & C Bldg., Denver 2, Colorado
GOLDBERG ADVERTISING AGENCY, NATE (A)
200 East 2nd St., Flint 3, Michigan
GOLDMAN & CO., I. A. (A)
102 East Pleasant St., Baltimore 2, Md.
GOLOVIN CORP., WILLARD B. (A)
424 Madison Ave., New York 17, N.Y.
GOODKIND, JOICE & MORGAN, INC. (A)
919 N. Michigan Ave., Chicago 11, Ill.
GOOLD AND TIERNEY, INC. (A)
103 Park Ave., New York 17, N.Y.
GORCHOV ADVERTISING AGENCY, SIDNEY B. (A-B)
Lincoln Road Bldg., Miami Beach 39, Fla.
GORDON AGENCY, INC., THE PHIL (A)
23 E. Jackson Blvd., Chicago 4, Ill.
GORDON-PILLING, INC. (A)
51 Broadway, Paterson 1, N.J.
GORDON, TOM P. CO. (B)
805-12 Midwest Bldg., Oklahoma City 2, Okla.
GOROV CO., JESSE (A)
666 Lake Shore Drive, Chicago 11, Ill.
GOTHAM ADVERTISING COMPANY (A)
2 W. 46th St., New York 19, N.Y.
GOTTSCHALDT-MICKELBERRY, INC. (A-B)
213 N.E. Second Ave., Miami, Fla.
GOULSTON COMPANY, INC., THE (A)
35 Court St., Boston 8, Mass.
GRADY COMPANY, ROBERT B. (A)
45 E. 17th St., New York 3, N.Y.
GRANT ADVERTISING, INC. (A-B)
315 N. Michigan Ave., Chicago 11, Ill.
Gulf States Bldg., Dallas 1, Texas
Guardian Bldg., Detroit 26, Mich.
1680 N. Vine St., Hollywood 28, Calif.
Langford Bldg., Miami 32, Fla.
655 Madison Ave., New York 21, N.Y.
American Bank Bldg., Portland, Oregon
523 Market St., San Francisco 5, Cal.
GRANT, SCHWENCK & BAKER, INCORPORATED (A)
520 N. Michigan Ave., Chicago 11, Ill.

ADVERTISING AGENCIES RECOGNIZED BY ANPA, SNPA AND CDNPA—Continued

GRANT & WADSWORTH, INC. (A)
405 Lexington Ave., New York 17, N.Y.
GRAVES & ASSOCIATES (A)
Syndicate Bldg., Minneapolis 2, Minn.
GRAY & ROGERS (A)
12 S. Twelfth St., Philadelphia 7, Pa.
GREEN-BRODIE (A)
420 Madison Ave., New York 17, N.Y.
GREENE ADV. AGENCY, FINLEY H. (A)
425 Franklin St., Buffalo 2, N.Y.
GREENFIELD, INC., ERNEST WILLIAMS (A)
1518 Walnut St., Philadelphia 2, Pa.
GREENHAW & RUSH, INCORPORATED (A-B)
Sterick Bldg., Memphis 3, Tenn.
GREENTHAL COMPANY, INC., MONROE (A)
445 Park Ave., New York 22, N.Y.
3876 Lankershim Blvd., Universal City, Cal.
GREGORY-HOUSE ADVERTISING COMPANY (A)
2157 Euclid Ave., Cleveland 15, Ohio
GREY ADVERTISING AGENCY, INC. (A)
166 W. 32nd St., New York 1, N.Y.
GRIFFITH-McCARTHY, INC. (A-B)
Times Bldg., St. Petersburg 1, Fla.
206 S. Franklin St., Tampa 2, Fla.
GRISWOLD-ESHLEMAN CO., THE (A-B)
Terminal Tower, Cleveland 13, Ohio
GROSS ADVERTISING AGENCY, CHARLES ANTHONY (A-B)
101 N.E. 2nd Ave., Miami, Fla.
GROSS AND ASSOCIATES, MARK (A)
143 N. Meridian St., Indianapolis 4, Ind.
GROSS AND ASSOCIATES, STANLEY S. (A)
Duke York Bldg., Norfolk 10, Va.
GROSS COMPANY, H. M. (A)
221 N. La Salle St., Chicago 1, Ill.
GROSSFELD AND STAFF (A)
22 W. Monroe St., Chicago 3, Ill.
GROVES-KEEN, INC. (A-B)
Bona Allen Bldg., Atlanta 3, Ga.
GUENTHER-BRADFORD & COMPANY (A)
15 E. Huron St., Chicago 11, Ill.
GUILD, BASCOM & BONFIGLI, INC. (A)
130 Kearny St., San Francisco 8, Cal.
GUILFORD ADVERTISING AGENCY (A)
350 Fifth Ave., New York 1, N.Y.
GULF COAST PROMOTION AGENCY (B)
Box 242, Pass Christian, Miss.
GUMBINNER ADV. AGENCY, INC., LAWRENCE C. (A)
655 Madison Ave., New York 21, N.Y.
GUNN-MEARS ADVERTISING AGENCY CORP. (A)
1475 Broadway, New York 36, N.Y.
GUTMAN ADVERTISING CO. (A)
1600 Main St., Wheeling, W. Va.

H

HACKETT COMPANY, THE M. H. (A)
10 Rockefeller Plaza, New York 20, N.Y.
HAINES ADVERTISING AGENCY, J. B. (A)
1218 Chestnut St., Philadelphia 7, Pa.
HALL ADVERTISING AGENCY, INC., MELVIN F. (A)
220 Delaware Ave., Buffalo 2, N.Y.
HALPERN ADVERTISING AGENCY (A)
1457 Broadway, New York 36, N.Y.
HALPERN, HERMAN, ADVERTISING (B)
201 Nissen Bldg., Winston Salem 3, N.C.
HALSELL-HUMPHREY, INC. (B)
3201 1st National Bldg., Oklahoma City, Okla.
HAMILTON, INC., WILLIAM IRVING (A)
267 Fifth Ave., New York 16, N.Y.
HAMMOND-BOTTS, INC. (A-B)
56 E. Pine St., Orlando, Fla.
HANFORD & GREENFIELD, INC. (A)
11 James St., Rochester 7, N.Y.
HANLY, HICKS & MONTGOMERY, INCORPORATED (A)
500 Fifth Ave., New York 36, N.Y.
HANSON & HANSON, INC. (A)
228 N. La Salle St., Chicago 1, Ill.
HARE ADVERTISING, INC. (A)
77 Summer St., Boston 10, Mass.
HARRIS ADVERTISING AGENCY, INC., R. T. (A)
Walker Bank Bldg., Salt Lake City 1, Utah
HARRIS AND WHITEBROOK, ADVERTECTS, INC. (A-B)
1000 Lincoln Rd., Miami Beach 39, Fla.
HARRISON, JIT, ADVERTISING (B)
Herald Bldg., Augusta, Ga.
HARRISON INC., LESTER (A)
341 Madison Ave., New York 17, N.Y.
HART-CONWAY CO., INC. (A)
Genesee Valley Trust Bldg., Rochester 14, N.Y.
HARTMAN COMPANY, GEORGE H. (A)
307 N. Michigan Ave., Chicago 1, Ill.
HARTMAN CO., INC., L. H. (A)
50 Rockefeller Plaza, New York 20, N.Y.
HARVEY-MASSENGALE COMPANY, INC. (A-B)
Walton Bldg., Atlanta 1, Ga.
Durham, N.C.
HASTINGS ADVERTISING AGENCY, THE (A)
7314 W. Colfax Ave., Denver 15, Colo.
HAUPTMAN COMPANY, H. W. (A)
18 E. 48th St., New York 17, N.Y.
HAYES COMPANY, CHARLES ELWYN (A)
122 S. Michigan Ave., Chicago 3, Ill.
HAYHURST, THE F. H. CO. LTD. (C)
7 King St. East, Toronto, Ont., Canada
HAYS ADVERTISING AGENCY (A)
252 College St., Burlington, Vt.
HAZARD ADVERTISING COMPANY (A)
255 Madison Ave., New York 17, N.Y.
HEGE, MIDDLETON & NEAL (B)
Watson Bldg., Greensboro, N.C.
HEINTZ & CO., INC. (A)
611 Wilshire Blvd., Los Angeles 17, Cal.
HEMPSTEAD COMPANY, HENRY M. (A)
810 N. Michigan Ave., Chicago 11, Ill.
HENDERSON ADVERTISING AGENCY, INC. (A-B)
9 West McBee Ave., Greenville, S.C.
HENRI, HURST & McDONALD, INC. (A)
121 W. Wacker Drive, Chicago 1, Ill.
HEPWORTH ADVERTISING CO. (B)
704 Reserve Loan Life Bldg., Dallas, Texas
HERMAN ADVERTISING AGENCY, LOUIS F. (A)
207 Market St., Newark 2, N.J.
HERR ADVERTISING AGENCY, INC., AL (A)
225 E. Michigan St., Milwaukee 2, Wis.
HERSHEY-PAXTON COMPANY (A)
3007 East Grand Blvd., Detroit 2, Mich.
HEVENOR ADVERTISING AGENCY, INC. (A)
11 N. Pearl St., Albany 7, N.Y.
HEWITT, OGILVY, BENSON & MATHER, INC. (A)
575 Madison Ave., New York 22, N.Y.
HICKERSON INC., J. M. (A)
270 Park Ave., New York 17, N.Y.
HICKS, ADVERTISING, WARD (A)
315 W. Gold Ave., Albuquerque, N.M.
HICKS & GREIST, INC. (A)
420 Lexington Ave., New York 17, N.Y.
HICKS & GREIST OF CALIFORNIA, INC. (A)
3450 Wilshire Blvd., Los Angeles 5, Cal.
HILL AND KNOWLTON, INC. (A)
350 Fifth Ave., New York 1, N.Y.
Otis Bldg., Chicago 3, Ill.
Law & Finance Bldg., Pittsburgh 19, Pa.
Republic Bldg., Cleveland 15, Ohio
Wire Bldg., Washington 5, D.C.
HILL CO., INC., THE ALBERT P. (A)
233 Oliver Ave., Pittsburgh 22, Pa.
HILL COMPANY, W. S. (A)
401 Wood St., Pittsburgh 22, Pa.
HILTON AND RIGGIO, INC. (A)
4 W. 58th St., New York 19, N.Y.
HIRSCH, TAMM & ULLMAN, INC. (A)
316 North Eighth St., St. Louis 1, Mo.
HIRSHON-GARFIELD, INC. (A)
Park Square Bldg., Boston 16, Mass.
HIRSHON-GARFIELD, INC. (A)
745 Fifth Ave., New York 22, N.Y.
HIXSON & JORGENSEN, INC. (A)
2001 Beverly Blvd., Los Angeles 4, Cal.
HIXSON & JORGENSEN ADVERTISING, INC. (A)
2001 Beverly Blvd., Los Angeles 4, Cal.
HOAG & PROVANDIE, INC. (A)
136 Federal St., Boston 10, Mass.
HOFFMAN ADVERTISING, INC., H. LEE (A)
2015 Maryland Ave., Baltimore 18, Md.
HOFFMAN & YORK, INC. (A)
Century Bldg., Milwaukee 3, Wis.
HOKAR CORPORATION, THE (A)
214 W. 42nd St., New York 36, N.Y.
HOLLAND, HOLLAND & GOODSELL (A)
416 South 16th St., Omaha 2, Nebraska
HOLLINGSWORTH, WILLARD R., AGENCY (B)
231 W. Adams St., Jacksonville 2, Fla.
HOLMES, JACK T. & ASSOCIATES (B)
2412 Continental Life Bldg., Fort Worth, Texas
HOLMGREN, INC., E. T. (A)
First Natl. Bank Bldg., St. Paul 1, Minn.
HOLST AND CUMMINGS AND MYERS, LTD. (A)
1370 Kapiolani Blvd., Honolulu 14, Hawaii
215 Market St., San Francisco 5, Cal.
HONIG-COOPER COMPANY (A)
333 Montgomery St., San Francisco 4, Cal.
Skinner Bldg., Seattle 1, Wash.
HOPSON ADVERTISING AGENCY (A)
Commercial Trust Bldg., Philadelphia 2, Pa.
HORTON-NOYES COMPANY (A)
Industrial Trust Bldg., Providence 3, R.I.
HOSLER ADVERTISING, INC. (A)
Commerical Bank Bldg., Peoria 2, Ill.
HOUCK & COMPANY, INC. (A-B)
625 First St., S.W., Roanoke 16, Va.
HOUCK & COMPANY OF FLORIDA, INC. (A-B)
Alfred I. du Pont Bldg., Miami 32, Fla.
HOUSE AND LELAND (A)
Municipal Terminal Bldg., Portland 4, Oregon
HOUSTON, INC., BRYAN (A)
10 Rockefeller Plaza, New York 20, N.Y.
HOWARD COMPANY, INC., E. T. (A)
341 Madison Ave., New York 17, N.Y.
HOYT, ANNABEL ADVERTISING (B)
115 S. Poydras, Dallas, Texas
HOYT COMPANY, INC., CHARLES W. (A)
380 Madison Ave., New York 17, N.Y.
HUBBARD, ART, ADVERTISING SERVICE (B)
1821 Clover Lane, Fort Worth 7, Texas
HUBBELL ADVERTISING AGENCY, INC., THE (A)
1900 Euclid Ave., Cleveland 15, Ohio
HUBERT, F. B. (A)
2832 E. Grand Blvd., Detroit 11, Mich.
HUMPHREY, H. B., ALLEY & RICHARDS, INC. (A)
Statler Bldg., Boston 16, Mass.
HUMPHREY, H. B., ALLEY & RICHARDS, INC. (A)
370 Lexington Ave., New York 17, N.Y.
HUTCHINS ADVERTISING CO. OF CANADA, LTD. (C)
33-35 Hayden St., Toronto 4, Canada
HUSTER, EDWIN C. (B)
408 W. Clinch Ave., Knoxville 10, Tenn.
HUTCHINS ADVERTISING COMPANY, INC. (A)
42 East Ave., Rochester 4, N.Y.
3701 N. Broad St., Philadelphia 40, Pa.
HUTZLER ADVERTISING AGENCY, INC. (A)
Third Nat'l Bldg., Dayton 1, Ohio

I

I. F. I. ADVERTISING AGENCY (A)
Lonsdale Bldg., Duluth 2, Minn.
IMPERIAL ADVERTISING LTD. (C)
405 Barrington St., Halifax, N.S., Canada
INGALLS-MINITER COMPANY (A)
137 Newbury St., Boston 16, Mass.

J

JAAP-ORR COMPANY (A)
American Bldg., Cincinnati 2, Ohio
JACKNICK & CO., HARRY J. (A)
299 Madison Ave., New York 17, N.Y.
JACKSON, HAERR, PETERSON & HALL, INC. (A)
Jefferson Bldg., Peoria, Ill.
JACOBS AGENCY, DILLARD (A-B)
1145 Peachtree St., N.E., Atlanta 5, Ga.
JACOBS AGENCY, MAX H. (A)
3323 Yoakum Blvd., Houston 6, Texas
JACOBS, INC., M. J. (A)
303 W. 42nd St., New York 36, N.Y.
JAMES ADVERTISING SERVICE (B)
Box 1824, Montgomery, Ala.
JARVIS LIMITED, ALBERT (A-C)
54 Yonge St., Toronto 1, Ont.
JARY, WILLIAM E. CO. ADVERTISING (B)
1115 West 5th St., Fort Worth 3, Texas
JAY AND COMPANY, CHARLES (A)
331 Madison Ave., New York 17, N.Y.
JEFFERSON ADVERTISING AGENCY, INC. (A)
Exchange Bldg., La Crosse, Wis.
JENKINS ADVERTISING AGENCY, INC., RAY C. (A)
Builders Exchange Bldg., Minneapolis 2, Minn.
JENKINS ADVERTISING, INC., WILLIAM (A)
112 S. Sixteenth St., Philadelphia 2, Pa.
JENNINGS & THOMPSON ADVERTISING, INC. (A)
104 E. Pierce St., Phoenix, Arizona
JOHNSTON ADVERTISING, INC., FRANK B. (A)
117 Liberty St., New York 6, N.Y.
JONES & BRAKELEY, INC. (A)
150 Nassau St., New York 7, N.Y.
JONES & JONES ADVERTISING AGENCY (B)
717 Leonhardt Bldg., Oklahoma City 2, Okla.
JONES & TAYLOR AND ASSOCIATES (A)
National Bank Bldg., South Bend 1, Ind.
JONES COMPANY, INC., DUANE (A)
570 Lexington Ave., New York 22, N.Y.
JONES COMPANY, THE RALPH H. (A)
Carew Tower, Cincinnati 2, Ohio
580 Fifth Ave., New York 19, N.Y.
JORDAN COMPANY (B)
217 Empire Bank Bldg., Dallas 1, Texas
JOSEPH ADVERTISING AGENCY (A)
1801 Reading Rd., Cincinnati 2, Ohio
JUDD ADVERTISING CO., SAM P. (A)
317 N. 11th St., St. Louis 1, Mo.

K

KAHN & ASSOCIATES, ROBERT (A)
430 N. Michigan Ave., Chicago 11, Ill.
KAHN COMPANY, INC., GEORGE N. (A)
350 Fifth Ave., New York 1, N.Y.
KAL, EHRLICH & MERRICK, INC. (A)
Evening Star Bldg., Washington 4, D.C.
KAMIN ADVERTISING COMPANY (A)
4610 South Main St., Houston 2, Texas
KANE ADVERTISING (A)
319 N. Center St., Bloomington, Ill.
KANE, CHARLES S. CO. (B)
611 1-2 Locust St., Knoxville 1, Tenn.
KAPLAN AND BRUCK (A)
250 W. 57th St., New York 19, N.Y.
KASTOR & SONS ADVERTISING COMPANY, H. W. (A)
75 E. Wacker Drive, Chicago 1, Ill.
2945 Milton Blvd., St. Louis 4, Mo.
KASTOR, FARRELL, CHESLEY & CLIFFORD, INC. (A)
400 Madison Ave., New York 17, N.Y.
KATZ CO., JOSEPH (A)
10 West Chase St., Baltimore 1, Md.
488 Madison Ave., New York 22, N.Y.
KAUFMAN & ASSOCIATES, HENRY J. (A)
1419 H. St., N.W., Washington 5, D. C.
KAUFMAN, STROUSE & WOODS, INC. (A)
415 N. Charles St., Baltimore, Md.
KAY, INC., J. ROLAND (A)
230 E. Ohio St., Chicago 11, Ill.
KAYTON-SPIERO CO., INC. (A)
230 W. 41st St., New York 36, N.Y.
KECK ADVERTISING AGENCY (A)
135A North Main St., Oconomowoc, Wis.
KEEGAN ADVERTISING AGENCY (A-B)
908 S. 20th St., Birmingham 3, Ala.
KEELING & CO., INCORPORATED (A)
Chamber of Commerce Bldg., Indianapolis 4, Ind.
KEELOR & STITES COMPANY, THE (A)
Carew Tower, Cincinnati 2, Ohio
KELLEY, RUSSELL T., LTD. (C)
447 Main St. East, Hamilton, Ont., Canada
KELLOGG COMPANY, EDWARD S. (A)
601 S. Rampart Blvd., Los Angeles 5, Cal.
KELLY AND LAMB ADVERTISING AGENCY (A)
807 Higgs Ave., Columbus 8, Ohio
KELLY, NASON, INC. (A)
247 Park Ave., New York 17, N.Y.
KELLY, ZAHRNDT & KELLY, INC. (A)
2343 Hampton Ave., St. Louis 10, Mo.
KEMPER COMPANY, INCORPORATED, DON (A)
Keith Bldg., Dayton 2, Ohio
KENCLIFFE, BRESLICH & COMPANY (A)
221 N. La Salle St., Chicago 1, Ill.
KENYON AND ECKHARDT, INCORPORATED (A-C)
247 Park Ave., New York 17, N.Y.
KERN ADVERTISING AGENCY, C. F. (A)
Girard Trust Bldg., Philadelphia 2, Pa.
KESSLINGER & ASSOCIATES, J. M. (A)
37 Saybrook Place, Newark 2, N.J.
KETCHUM, MacLEOD & GROVE, INC. (A)
411 7th Ave., Pittsburgh 19, Pa.
KIERNAN & CO., FRANK (A)
92 Liberty St., New York 6, N.Y.
KIESEWETTER, BAKER, HAGEDORN & SMITH, INC. (A)
9 E. 40th St., New York 16, N.Y.
KIMBALL COMPANY, ABBOTT (A)
405 Montgomery St., San Francisco 4, Cal.
KIMBALL CO., INC., ABBOTT (A)
250 Park Ave., New York 17, N.Y.
KIRCHER, HELTON & COLLETT, INC. (A)
Hulman Bldg., Dayton 2, Ohio
KIRKLAND, WHITE & SCHELL (A-B)
101 Marietta St. Bldg., Atlanta 3, Ga.
KLAU-VAN PIETERSOM-DUNLAP ASSOCIATES, INC. (A)
744 N. Fourth St., Milwaukee 3, Wis.
KLEIN ADVERTISING INC., PHILIP (A)
226 S. 16th St., Philadelphia 2, Pa.
KLEIN, WALTER J. CO. (B)
1214 Elizabeth Ave., Charlotte 4, N.C.
KLEPPNER COMPANY, THE (A)
488 Madison Ave., New York 22, N.Y.
KLETTER ASSOCIATES, INC., EDWARD (A)
515 Madison Ave., New York 22, N.Y.
KNABB ADVERTISING COMPANY, JACK (A)
311 Alexander St., Rochester 7, N.Y.
KNIGHT & GILBERT, INCORPORATED (A)
Industrial Trust Bldg., Providence 3, R.I.
KNOLLIN ADVERTISING AGENCY (A)
301 Sutter St., San Francisco 8, Cal.
KNOX-ACKERMAN ASSOCIATES ADVERTISING AGENCY (B)
313 N.W. Fourth St., Oklahoma City 3, Okla.
KOEHL, LANDIS AND LANDAN, INC. (A)
588 Fifth Ave., New York 19, N.Y.
National City Bank Bldg., Cleveland 14, Ohio
KOPMEYER COMPANY, INC., M. R. (A-B)
Realty Bldg., Louisville 2, Ky.
KORN & COMPANY, INC., J. M. (A)
1528 Walnut St., Philadelphia 2, Pa.
KOSTKA, BAKEWELL & FOX, INC. (A)
1666 California St., Denver 2, Colo.
KOTTWITZ ADVERTISING, INC., ROBERT (A-B)
Audubon Bldg., New Orleans 16, La.
KREMER, INC., MERRILL (A-B)
Exchange Bldg., Memphis 3, Tenn.
KRONSTADT AGENCY (A)
711 14th St., N.W., Washington 5, D.C.
KRUPNICK & ASSOCIATES, INCORPORATED (A)
520 N. Grand Blvd., St. Louis 3, Mo.
KUDNER AGENCY, INC. (A)
575 Madison Ave., New York 22, N.Y.
New Center Bldg., Detroit 2, Mich.
KUN ADVERTISING AGENCY, BERT PAUL (A)
57 Livingston Ave., New Brunswick, N.J.
KURK AND BROWN, INC. (A)
212 Fifth Ave., New York 10, N.Y.

L

LACEY ADVERTISING AGENCY, INC., JACK (A-B)
Tampa Street Bldg., Tampa 2, Fla.
LAGO AND WHITEHEAD, INC. (A)
Farmers & Bankers Life Bldg., Wichita 2, Kansas
LAKE-SPIRO-SHURMAN, INC. (A-B)
Radio Center, Memphis 3, Tenn.
LAMB & KEEN, INC. (A)
1616 Walnut St., Philadelphia 3, Pa.
LAMBE, LAURA ADVERTISING (B)
Beach Theater Bldg., Virginia Beach, Va.
LAMBERT & FEASLEY, INC. (A)
60 E. 42nd St., New York 17, N.Y.
LAMPORT-FOX-PRELL & DOLK, INC. (A)
J.M.S. Bldg., South Bend 5, Ind.
LANDAU, INC., A. B.(A)
150 Broadway, New York 7, N.Y.
LANDO ADVERTISING AGENCY (A)
Carlton House, Pittsburgh 19, Pa.
LANDSHEFT & BARBER, INC. (A)
Liberty Bank Bldg., Buffalo 2, N.Y.
LANDY ADVERTISING AGENCY, CYE (A)
333 East Town St., Columbus 15, Ohio
LANG, FISHER & STASHOWER, INC. (A)
1010 Euclid Ave., Cleveland 15, Ohio
LANNAN & SANDERS, INC. (A-B)
Interurban Bldg., Dallas 1, Texas
1127 Wilshire Blvd., Los Angeles 14, Cal.
LaROCHE AND COMPANY, INC., C. J. (A)
247 Park Ave., New York 17, N.Y.
LAUESEN & SALOMON (A)
520 N. Michigan Ave., Chicago 11, Ill.
LAVENSON BUREAU OF ADVERTISING, INC. (A)
12 S. 12th St., Philadelphia 7, Pa.
LAVIDGE & DAVIS (A-B)
Fidelity-Bankers Trust Bldg., Knoxville 2, Tenn.
LAWSON ADVERTISING COMPANY, CARL (A)
4722 Broadway, Kansas City 2, Mo.
LECHE AND LECHE, INCORPORATED (A-B)
Mercantile Bank Bldg., Dallas 1, Texas
LEEFORD ADVERTISING AGENCY, INC. (A)
432 Fourth Ave., New York 16, N.Y.
LEE-STOCKMAN, INC. (A)
19 W. 44th St., New York 36, N.Y.
LeFEVER, GERALD T. & ASSOCIATES (B)
316 Louisiana St., Little Rock, Ark.
LEFTON COMPANY, INC., AL PAUL (A)
1617 Pennsylvania Blvd., Phila. 3, Pa.
435 N. Michigan Ave., Chicago 11, Ill.
LEFTON COMPANY, N.Y. DIVISION, INC., AL PAUL (A)
521 Fifth Ave., New York 17, N.Y.
LEHMAN ADVERTISING, HART (A)
1 W. 34th St., New York 1, N.Y.
LENNEN & NEWELL, INC. (A)
380 Madison Ave., New York 17, N.Y.
308 N. Rodeo Drive, Beverly Hills, Cal.
LEON COMPANY, INC., S. R. (A)
119 W. 57th St., New York 19, N.Y.
LEVINE, INC., MERVIN AND JESSE (A)
461 Eighth Ave., New York 1, N.Y.
LEVY ADV. AGENCY, TED (A)
1441 Welton St., Denver 2, Colo.
LEVYNE COMPANY, THE S. A. (A)
343 St. Paul Place, Baltimore 2, Md.
LEWIN, WILLIAMS & SAYLOR, INC. (A)
40 E. 49th St., New York 17, N.Y.
LEWIN, WILLIAMS & SAYLOR, INC. (A)
11 Commerce St., Newark 2, N.J.
LEWIS ADVERTISING AGENCY (A)
17 Academy St., Newark 2, N.J.
LEWIS ADVERTISING AGENCY, INC., J. H. (A-B)
First Natl. Bank Bldg., Mobile 13, Ala.
LEWIS & GILMAN, INC. (A)
1528 Walnut St., Philadelphia 2, Pa.
LEWIS COMPANY, THE ADDISON (A)
1807 Lyndale Avenue South, Minneapolis 5, Minn.
LIGGETT ADVERTISING, INC., CARR (A)
815 Superior Ave., Cleveland 14, Ohio
LILLER, NEAL, & BATTLE (A-B)
Walton Bldg., Atlanta 3, Ga.
LILLY COMPANY, INC., ALFRED (A)
420 Lexington Ave., New York 17, N.Y.
LINDER ADVERTISING AGENCY, EMANUEL (A)
1457 Broadway, New York 36, N.Y.
LINDSEY & COMPANY (A-B)
8 North 8th St., Richmond 19, Va.
LINO AND ASSOCIATES, ALFRED L. (A-B)
Empire Bldg., St. Petersburg 1, Fla.
LIPPIT ADVERTISING, INC., JULES (A)
130 W. 42nd St., New York 36, N.Y.
LITTLE AND COMPANY (A)
3757 Wilshire Blvd., Los Angeles 5, Cal.
LOCKE, JOHNSON & CO., LTD. (C)
601 Harbour Commission Bldg., Toronto 1, Canada
LOEWY ADVERTISING AGENCY (A)
1133 Broadway, New York 10, N.Y.
LOGAN, DUDLEY L., ADVERTISING (A)
304 South Ardmore Ave., Los Angeles 5, Cal.
LONG ADVERTISING, INC. (A)
19 N. Second St., San Jose 13, Cal.
681 Market St., San Francisco 5, Cal.
752 Fulton St., Fresno, Cal.
LONG CO., THE W. E. (A)
188 West Randolph St., Chicago 1, Ill.
LONG CO., INC., THE W. H. (A)
28 N. Queen St., York, Pa.
LONG-HAYMES ADVERTISING AGENCY (B)
Reynolds Bldg., Winston-Salem, N.C.
LONGDEN-REGAN SERVICE, INC. (A)
93 Centre St., Brockton 35, Mass.
LOUDON ADVERTISING, INC., HENRY A. (A)
Statler Bldg., Boston 16, Mass.
LOVICK & COMPANY, LTD., JAMES (A-C)
789 W. Pender St., Vancouver 1, B.C.
LOWE & HALL, ADVERTISING (B)
600 News Bldg., Greenville, S.C.
LOWE & STEVENS (A-B)
685 W. Peachtree St., N.E., Atlanta 3, Ga.
LOWELL COMPANY, INC., MORTIMER (A)
369 Lexington Ave., New York 17, N.Y.
LUCKIE & COMPANY, ROBERT (A-B)
Frank Nelson Bldg., Birminghan 3, Ala.
LUCKOFF & WAYBURN, INC. (A)
320 W. Lafayette Blvd., Detroit 26, Mich.
LUDGIN & COMPANY, EARLE (A)
121 W. Wacker Drive, Chicago 1, Ill.
LYNN ADVERTISING
318 Professional Bldg., Montgomery, Ala.
LYNN-FIELDHOUSE (A)
15 S. Franklin St., Wilkes-Barre, Pa.
LYON COMPANY, W. D. (A)
303 Second Ave., Cedar Rapids, Iowa

M

MACE ADVERTISING AGENCY, INC. (A)
408 Fulton St., Peoria 2, Ill.
MacFARLAND, AVEYARD & COMPANY (A)
333 N. Michigan Ave., Chicago 1, Ill.

(Continued on page 260)

ADVERTISING AGENCIES RECOGNIZED BY ANPA, SNPA AND CDNPA—Continued

(Continued from page 259)

MACKAY COMPANY, WALLACE (A)
Central Bldg., Seattle 4, Wash.
MACKES & TAYLOR (A)
529 Hamilton St., Allentown, Pa.
MacLAREN ADVERTISING CO., LTD., (CANADA) (A-C)
372 Bay St., Toronto 1, Ontario
Dominion Square Bldg., Montreal, Que.
Electric Railway Chambers, Win., Man.
Province Bldg., Vancouver, B.C.
MacMANUS, JOHN & ADAMS, INC. (A)
Bloomfield Hills, Michigan
444 Madison Ave., New York 22, N.Y.
6399 Wilshire Blvd., Los Angeles 48, Cal.
1010 St. Paul St., Baltimore 2, Md.
MacWILKINS, COLE & WEBER (A)
Corbett Bldg., Portland 4, Ore.
Republic Bldg., Seattle 1, Wash.
MAHON, DOUGLAS C., JR., ADVERTISING (B)
209 Union Savings Bank Bldg., Augusta, Ga.
MAHONEY, INC., DAVID J. (A)
122 E. 42nd St., New York 17, N.Y.
MAISH CO., THE JAY H. (A)
400 S. Main St., Marion, Ohio
323 Huron St., Toledo, Ohio
MALAP ADVERTISING AGENCY (A)
Baltimore Bldg., Kansas City 6, Mo.
MALCOLM-HOWARD ADVERTISING AGENCY (A)
203 N. Wabash Ave., Chicago 1, Ill.
MALE, LTD., W. H. (A)
1674 Kona St., Honolulu 14, Hawaii
MALKIEL ADVERTISING, INC., DAVID (A)
172 Newbury St., Boston 16, Mass.
MALONE ASSOCIATES, INC., NORMAN (A)
First National Tower, Akron 8, Ohio
MANDEL CO., M.,(A)
17 Academy St., Newark 2, N.J.
MANN-ELLIS, INC. (A)
201 E. 57th St., New York 22, N.Y.
MANN AND SON, CONKLIN (A)
342 Madison Ave., New York 17, N.Y.
MARIN & ASSOCIATES, INC., ALLAN (A)
624 S. Michigan Ave., Chicago 5, Ill.
MARKS & NEESE, ADVERTISING, INC.(B)
890 Milner Bldg., Jackson, Miss.
MARSCHALK AND PRATT COMPANY, INC. (A)
535 Fifth Ave., New York 17, N.Y.
MARSHALL ADVERTISING CO., INC., HAROLD (A)
9 E. 47th St., New York 17, N.Y.
MARSTELLER, GEBHARDT AND REED, INC. (A)
185 N. Wabash Ave., Chicago 1, Ill.
Law and Finance Bldg., Pittsburgh 19, Pa.
MARTIN ADVERTISING AGENCY (A)
15 E. 40th St., New York 16, N.Y.
MARTIN, ROBERT E. & CO. (B)
139 Merritts Ave., N.E., Atlanta 5, Ga.
MARTIN COMPANY, WILLIS S. (A)
535 West Wayne St., Fort Wayne 2, Ind.
MARTIN-WILLIAMS, INC. (A)
Roanoke Bldg., Minneapolis 2, Minn.
MATHES, INCORPORATED, J. M. (A)
260 Madison Ave., New York 16, N.Y.
MATHISSON AND ASSOCIATES, INC. (A)
411 E. Mason St., Milwaukee 2, Wis.
MATSON, MARQUETTE & SOASH, INC. (A)
First National Bank Bldg., St. Paul 1, Minnesota
MAXFIELD COMPANY, JOSEPH (A)
87 Weybosset St., Providence 3, R.I.
MAXON, INC. (A)
2761 E. Jefferson Ave., Detroit 7, Mich.
MAXON, INC. (A)
12 E. 53rd St., New York 22, N.Y.
664 N. Rush St., Chicago 11, Ill.
MAXWELL ADVERTISING COMPANY (A)
408 Olive St., St. Louis 2, Mo.
MAXWELL, EARLY, ASSOCIATES (B)
165 Union Ave., Memphis 3, Tenn.
MAYERS COMPANY, INC., THE (A)
2301 West Third St., Los Angeles 5, Cal.
MAYNE COMPANY, CHAS. H. (A)
8487 B-Melrose Place, Los Angeles 46, Cal.
MAZEL INC., B. L. (A)
7 E. 44th St., New York 17, N.Y.
McADAMS, INC., WILLIAM DOUGLAS (A)
25 W. 43rd St., New York 36, N.Y.
McATEE, JOHN R., ADVERTISING AGENCY (B)
702 Chamber of Commerce Bldg., Miami, Fla.
McBRIDE ADVERTISING AGENCY (B)
906 Neil P. Anderson Bldg., Fort Worth 2, Texas
McCANN-ERICKSON, INC. (A)
50 Rockefeller Plaza, New York 20, N.Y.
318 S. Michigan Ave., Chicago 4, Ill.
629 Euclid Ave., Cleveland 14, Ohio
114 Sansome St., San Francisco 4, Cal.
612 S. Flower St., Los Angeles 17, Cal.
Public Service Bldg., Portland 4, Ore.
Penobscot Bldg., Detroit 26, Mich.
John Hancock Bldg., Boston 16, Mass.
900 Lovett Blvd., Houston 6, Texas
McCARTHY ADVERTISING SERVICE, INC., RAY (A)
1841 Broadway, New York 23, N.Y.
McCARTHY & COMPANY, L. F. (A)
Provident Bank Bldg., Cincinnati 2, Ohio
McCARTY COMPANY, THE (A)
1206 S. Maple Ave., Los Angeles 15, Cal.
116 New Montgomery St., San Francisco 5, Calif.
20 East Huron St., Chicago 11, Ill.
McCONNELL, EASTMAN & CO., LTD. (C)
809 Huron & Erie Bldg., London, Ont., Canada
McCORMICK CO. (B)
217 E. 7th Ave., Amarillo, Texas
McCORMICK-ARMSTRONG COMPANY, INC. (A)
Advertising Agency Division, The (T.N)
1501 E. Douglas Ave., Wichita 1, Kan.
McCORMICK COMPANY (A)
217 E. 7th St., Amarillo, Texas
McCRARY ADVERTISING AGENCY (B)
2717-A Elm St., Dallas, Texas
McCREERY, INC., WALTER (A)
9344 Wilshire Blvd., Beverly Hills, Cal.
McDANIEL-FISHER & SPELMAN (A)
First National Tower, Akron 8, Ohio
McDONALD & HAGGARD, INC. (B)
308 Union St., Nashville, Tenn.
McGIVENA & CO., INC., L. E. (A)
444 Madison Ave., New York 22, N.Y.
McGIVERAN-CHILD CO., (A)
162 N. Clinton St., Chicago 6, Ill.
McGUIRE ADVERTISING LIMITED, (CANADA) (A-C)
Bank of Commerce Bldg., Windsor, Ontario
Richmond Bldg., London, Ontario
Sherbrooke Street East, Montreal, Quebec
McKEE & ALBRIGHT, INC. (A)
1809 Walnut St., Philadelphia, Pa.
McKIM ADVERTISING LIMITED, (CANADA) (A)
1510 Drummond St., Montreal, Que.
47 Fraser Ave., Toronto 3, Ontario
Province Bldg., Vancouver, B.C.
National Trust Bldg., Winnipeg, Manitoba
McMAINS & MELTON, INC. (A-B)
2011 Cedar Springs Ave., Dallas 1, Texas
McNEILL & McCLEERY, INC. (A)
6777 Hollywood Blvd., Hollywood 28, Cal.
MEARS ADVERTISING, INC. (A)
250 Park Ave., New York 17, N.Y.
MEERMANS, INC. (A)
N.B.C. Bldg., Cleveland 14, Ohio
MEISSNER AND ASSOCIATES, INC., CHARLES (A)
176 W. Wisconsin Ave., Milwaukee 3, Wis.
MELDRUM & FEWSMITH, INC. (A)
1220 Huron Rd., Cleveland 15, Ohio
MELLEN, ADVERTISING, FLOYD F. (A)
Securities Bldg., Omaha, Nebraska
MERCHANDISING FACTORS, INC. (A)
300 Montgomery St., San Francisco 4, Cal.
MERRILL, McENROE & ASSOCIATES, INC. (A)
176 W. Adams St., Chicago 3, Ill.
METROPOLITAN ADVERTISING COMPANY (A)
527 Fifth Ave., New York 17, N.Y.
MEYERHOFF & COMPANY, ARTHUR (A)
410 N. Michigan Ave., Chicago 11, Ill.
759 N. Milwaukee St., Milwaukee 2, Wis.
328 S. Beverly Drive, Beverly Hills, Cal.
MICHENER AND O'CONNOR, INC.(A)
1007 North Front St., Harrisburg, Pa.
MIDLAND ADVERTISING (A)
First National Bank Bldg., Cincinnati 2, Ohio
MIHIC & CO., INC., H. L. (A)
250 W. 57th St., New York 19, N.Y.
MILLER ADVERTISING AGENCY, INC. (A)
221 W. 57th St., New York 19, N.Y.
MILLER AGENCY COMPANY, THE (A)
2144 Madison Ave., Toledo 2, Ohio
MILLER COMPANY, INC., C. L.(A)
521 Fifth Ave., New York 17, N.Y.
333 N. Michigan Ave., Chicago 1, Ill.
MILLER, INC., HARRY M. (A)
595 E. Broad St., Columbus 15, Ohio
MILLER, JOHN THOMAS (A)
71 W. 35th St., New York 1, N.Y.
MINER COMPANY, DAN B. (A)
304 South Kingsley Drive, Los Angeles 5, Calif.
MITCHELL, INC., HAROLD M. (A)
5 E. 40th St., New York 16, N.Y.
MITCHELL & MITCHELL, INC. (A)
1645 Hennepin Ave., Minneapolis 3, Minn.
MITHOFF ADVTISING (A)
611 N. Stanton St., El Paso, Texas
MOGGE, INC., ARTHUR R. (A)
333 N. Michigan Ave., Chicago 1, Ill.
MOGGE-PRIVETT, INC. (A)
712 S. Curson Ave., Los Angeles 36, Cal.
MOGUL COMPANY, INC., EMIL (A)
250 W. 57th St., New York 19, N.Y.
MONK AND ASSOCIATES, INC., HOWARD H. (A)
Brown Bldg., Rockford, Ill.
MONTGOMERY & ASSOCIATES, RICHARD G. (A)
1126 S.W. 13th Ave., Portland 5, Oregon
MORAN, BRUCE AND CO. (B)
9 Baltimore Pl., N.W., Atlanta 3, Ga.
MORELAND COMPANY, THE CHESTER C. (A)
Times-Star Tower, Cincinnati 2, Ohio
MORELAND, R. B. & CO. (B)
1504 Fidelity Union Bldg., Dallas, Texas
MOREY, HUMM AND JOHNSTONE, INC. (A)
350 Fifth Ave., New York 1, N.Y.
MORGAN CO., RAYMOND R. (A)
6233 Hollywood Blvd., Hollywood 28, Cal.
MORLOCK ADVERTISING AGENCY (A)
139 N. Clark St., Chicago 2, Ill.
MORRISON-GREENE-SEYMOUR, INC. (A)
1324 W. Wisconsin Ave., Milwaukee 3, Wis.
MOSELLE AND EISEN (A)
522 Fifth Ave., New York 36, N.Y.
MOSER & COTINS, INC. (A)
10 Hopper St., Utica 3, N.Y.
MOSES ADVERTISING SERVICE (A)
Munsey Bldg., Baltimore 2, Md.
MOSS ASSOCIATES (A)
415 Lexington Ave., New York 17, N.Y.
MOZLEY, GEORGE & WOOLEN (B)
277 North Ave, N.E., Atlanta, Ga.
MUENCH & COMPANY, C. Wendel (A)
75 E. Wacker Drive, Chicago 1, Illinois
MUIR AND COMPANY (A)
230 Park Avenue, New York 17, N.Y.
MULLICAN COMPANY, THE (A-B)
Republic Bldg., Louisville 2, Ky.
MUMM, MULLAY & NICHOLS, INC. (A)
33 N. Grant Ave., Columbus 15, Ohio
MURPHY, INC., CARROLL DEAN (A)
39 S. La Salle St., Chicago 3, Ill.
MURRAY ADVERTISING AGENCY, INC., JOHN F. (A)
22 E. 40th St., New York 16, N.Y.
MUTER-CULINER FRANKFURTER & GOULD, LTD. (C)
1121 Bay St. West, Toronto, Ont., Canada

N

NAHSER, INC., FRANK C. (A)
221 N. La Salle St., Chicago 1, Ill.
NASH COMPANY, WESLEY K. (A)
1218 Olive St., St. Louis 3, Mo.
NATTALL & MALONEY, LTD. (C)
NEALE ADVERTISING ASSOCIATES (A)
448 S. Hill St., Los Angeles 13, Cal.
NEEDHAN & GROHMANN, INC. (A)
30 Rockefeller Plaza, New York 20, N.Y.
NEEDHAM, LOUIS AND BRORBY, INC. (A)
135 S. La Salle St., Chicago 3, Ill.
1680 N. Vine St., Hollywood 28, Cal.
730 Fifth Ave., New York 19, N.Y.
NELSON, CARVEL AND POWELL ADV. AGENCY (A)
1604 S.W. 10th Ave., Portland 1, Ore.
NELSON CHESMAN, CO. (B)
Hamilton Trust Bldg., Chattanooga 8, Tenn.
NELSON, HARVEY B. (A)
40 Coolidge Ave., West Caldwell, N. J.
NESBITT SERVICE COMPANY, THE (A)
Hanna Bldg., Cleveland 15, Ohio
NEVILLE CO., THE Wm. H. H. (A)
Lincoln-Liberty Bldg., Phila. 7, Pa.
NEWBY & PERON, INC. (A)
59 E. Van Buren St., Chicago 5, Ill.
NEWHOFF-BLUMBERG ADVERTISING AGENCY (A)
529 N. Charles St., Baltimore 1, Md.
NEWMAN ADVERTISING, EMMET J. (A)
180 N. Wabash Ave., Chicago 1, Ill.
NEWMAN, LYNDE & ASSOCIATES, INC. (A-B)
1628 San Marco Blvd., Jacksonville 7, Florida
NEWMAN, STUART G., ADVERTISING AGENCY (B)
1000 Lincoln Road Bldg., Miami Beach, Fla.
NOBLE, ADVERTISING, ALBERT SIDNEY (A)
52 Vanderbilt Ave., New York 17, N.Y.
NOBLE-DURY AND ASSOCIATES, INC. (A-B)
Vendome Bldg., Nashville 3, Tenn.
NORTON ADVERTISING SERVICE (A)
615 Orchard Parkway, Niagara Falls, N.Y.
NOTSON ADVERTISING AGENCY (B)
227 W. Magnolia St., San Antonio 5, Texas

O

OBERMEYER ADVERTISING AGENCY, DAVID H. (A-B)
60-A West Robinson Ave., Orlando, Fla.
O'BRIEN ADVERTISING LIMITED (A)
928 West Pender St., Vancouver, B.C.
OGLESBY, INC., CATHARINE (A)
271 Madison Ave., New York 16, N.Y.
O'GRADY-ANDERSEN-GRAY, INC. (A)
952 N. Michigan Ave., Chicago 11, Ill.
OHIO ADVERTISING AGENCY, INC. (A)
2300 Payne Ave., Cleveland 14, Ohio
OLIAN ADVERTISING COMPANY (A)
Ambassador Bldg., St. Louis 1, Mo.
OLMSTED & FOLEY ADVERTISING AGENCY (A)
1200 Second Ave., South, Minneapolis 4, Minn.
O'MALLEY ADV. & SELLING CO. (A)
101 Tremont St., Boston 8, Mass.
O'NEIL, LARSON & McMAHON (A)
230 N. Michigan Ave., Chicago 1, Ill.
290 Madison Ave., New York 17, N.Y.
OPPENHEIM COMPANY, THE E. A. (A)
Michigan Theatre Bldg., Detroit 26, Mich.
ORR & ASSOCIATES, INC., ROBERT W. (A)
4 W. 58th St., New York 19, N.Y.
ORR, INC., W. WALLACE (A)
1518 Walnut St., Philadelphia 2, Pa.
ORR, WILLIAM R., LTD. (C)
464 Yonge St., Toronto, Ont., Canada
OSTREICHER ADVERTISING, BERNARD F. (A)
Statler Bldg., Boston 16, Mass.
OTTO & ABBS ADVERTISING, INC. (A)
Guardian Bldg., Detroit 26, Mich.
OWENS ADV. AGENCY, INC., MERRITT (A)
New Brotherhood Bldg., Kansas City 11, Kansas

P

PACIFIC NATIONAL ADVERTISING AGENCY (A)
2124 Fourth Ave., Seattle 1, Washington
PADCO ADVERTISING CO. (A)
7510 Delmar Blvd., St. Louis 5, Mo.
PARIO ADVERTISING AGENCY (B)
418 Norris Bldg., Atlanta 3, Ga.
PARIS & PEART (A)
370 Lexington Ave., New York 17, N.Y.
PARKER ADVERTISING COMPANY, THE (A)
W. Monument Bldg., Dayton 2, Ohio
PARKER & ASSOCIATES (B)
204-10 Comer Bldg., Birmingham 3, Ala.
PARRISH & COMPANY, INC., AMOS (A)
500 Fifth Ave., New York 36, N.Y.
PATE ORGANIZATION, THE (B)
818 Commerce Exchange Bldg., Oklahoma City 2, Okla.
PATTON HAGERTY-SULLIVAN, INC. (A)
400 W. Madison St., Chicago 6, Ill.
PAULSON-GERLACH & ASSOCIATES, INC. (A)
606 W. Wisconsin Ave., Milwaukee 3, Wis.
PAUL-TAYLOR-PHELAN, LTD. (C)
380 Victoria St., Toronto 2, Canada
PAYEUR PUBLICITE (C)
639 Eighth Ave., Quebec, Canada
PDA ADVERTISING AGENCY (A)
Newman-Stern Bldg., Cleveland 14, Ohio
PEARSALL, W. MONTAGUE (A)
30 Vesey St., New York 7, N.Y.
PECK ADVERTISING AGENCY, INC. (A)
400 Madison Ave., New York 17, N.Y.
PEMBERTON, FREEMAN, BENNETT & MILNE, LTD. (C)
PERRIN-PAUS COMPANY (A)
8 S. Michigan Ave., Chicago 3, Ill.
PERRYMAN, SPIELMAN & STOOPS (A)
118 W. 5th St., Santa Ana, Cal.
PERSHALL COMPANY, J. R. (A)
105 W. Adams St., Chicago 3, Ill.
PETRIK-KEVIS-GREENFIELD, INC. (A)
1405 Locust St., Philadelphia 2, Pa.
PETTINGER-HARDING, INC. (A)
State Life Bldg., Indianapolis 4, Ind.
PHILLIPS COMPANY, A. P. (A-B)
Legion Place at Lake Ivanhoe, Orlando, Fla.
PHILLIPS-REICK-FARDON ADVERTISING (A)
101 W. 11th St., Kansas City 5, Mo.
PICARD, MARVIN & REDFIELD (A)
48 E. 43rd St., New York 17, N.Y.
PIDGEON AND ASSOCIATES, INC., VANCE (A)
Builders Exchange, Minneapolis 2, Minn.
PIEDMONT ADVERTISING AGENCY (B)
203-5 Washington Blvd., Salisbury, N.C.
PITLUK ADVERTISING CO. (A-B)
123 Auditorium Circle, San Antonio 5, Tex.
PLANT, ELTON M., CO. (C)
Bartlet Bldg., Windsor, Ont., Can.
PLATT, ZACHARY & SUTTON, INC. (A)
7 E. 44th St., New York 17, N.Y.
POLLOCK AGENCY, DAVID (A)
Northern Life Tower, Seattle 1, Wash.
POLLOCK CO., JULIAN G. (A)
1717 Sansom St., Philadelphia 3, Pa.
POLLYEA ADVERTISING (A)
670 Cherry St., Terre Haute, Ind.
PORTER, ROBERT F. INC. (B)
1001 Reynolds Bldg., Winston-Salem, N.C.
POTTS, R. J., CALKINS & HOLDEN, INC. (A)
2233 Grand Ave., Kansas City 8, Mo.
POTTS-TURNBULL ADV. CO. (A)
903 McGee St., Kansas City, Mo.
POWER CO., INC., EDWARD M. (A)
Bessemer Bldg., Pittsburgh 22, Pa.
POWER & CONDON, ADVERTISING (B)
217 Spring St., Chattanooga 3, Tenn.
POWERS CO., JOHN O. (A)
110 William St., New York 38, N.Y.
POYNTZ, ALFRED R., ADVERTISING, LTD. (C)
95 King St. E., Toronto, Ont., Canada
PRATER ADVERTISING AGENCY, INC. (A)
705 Chestnut St., St. Louis 1, Mo.
PRESBA, FELLERS & PRESBA, INC. (A)
360 N. Michigan Ave., Chicago 1, Ill.
PRICE, TANNER & WILLOX, INC. (A)
1105 S. Jefferson Ave., Saginaw, Mich.
PRITCHARD, DANIELS & DREHER (A)
15 Rittenhouse Place, Ardmore, Pa.
PROEBSTING, TAYLOR, INCORPORATED (A)
100 E. Ohio St., Chicago 11, Ill.
PURKIS, THORNTON, LTD. (C)
330 Bay St., Toronto 1, Canada
PURSE CO. (B)
435 Chestnut St., Chattanooga 2, Tenn.

Q

QUEDNAU, INC., HENRY (A B)
404 13th St., Tampa, Florida

R

RAMSEY ADVERTISING AGENCY, L. W. (A)
111 E. Third, Davenport, Iowa
RAMSEY CO., THE L. W. (A)
230 N. Michigan Ave., Chicago 1, Ill.
RANDALL COMPANY, THE FRED M. (A)
Book Tower, Detroit 26, Mich.
RANDALL-PERRY, ADVERTISING (B)
408 Employers Ins. Bldg., Dallas, Texas
RAND-RIES ADVERTISING, INC. (A)
Times Star Tower, Cincinnati 2, Ohio
RATCLIFFE ADVERTISING AGENCY (A-B)
Mercantile Bank Bldg., Dallas 1, Texas
RAWSON & ASSOCIATES, CHARLES A. (A-B)
223 Peachtree St., N.E., Atlanta 3, Ga.
RAYMOND ADVERTISING AGENCY (A)
32 Green St., Newark 2, N.J.
RAYMOND ADVERTISING, J. W. (A)
1151 S. Broadway, Los Angeles 15, Cal.
REACH, YATES & MATTOON, INC. (A)
69 Washington St., Newark 2, N.J.
REACH, YATES & MATTON, OF NEW YORK, INC. (A)
46 W. 55th St., New York 19, N.Y.
REESE ADVERTISING CO., JAMES R. (A)
15 W. Tenth St., Kansas City 6, Mo.
REEVES ADVERTISING, INC., KNOX (A)
First Nat'l-Soo Line Bldg., Minneapolis 4, Minn.
REILLY, BROWN & TAPPLY, INC. (A)
216 Tremont St., Boston 16, Mass.
REIMERS CO., INC., CARL (A)
350 Fifth Ave., New York 1, N.Y.
REINCKE, MEYER & FINN, INC. (A)
520 N. Michigan Ave., Chicago 11, Ill.
REINGOLD COMPANY, INC., THE (A)
10 State St., Boston 9, Mass.
REINHARDT ADVERTISING, INC. (A)
1736 Franklin St., Oakland 12, Cal.
REMINGTON, INC., WM. B. (A)
196 Worthington St., Springfield 3, Mass.
REVERE ADVERTISING, INC. (A)
Andrus Bldg., Minneapolis 2, Minn.
69 W. Washington St., Chicago 2, Ill.
REYNOLDS, E. W., LTD. (C)
145 Yonge St., Toronto 1, Canada
RHOADES & DAVIS (A)
642 Commercial St., San Francisco 11, Cal.
RICHARDS, INC., FLETCHER D. (A)
10 Rockefeller Plaza, New York 20, N.Y.
221 N. La Salle St., Chicago 1, Ill.
256 Sutter St., San Francisco 8, Cal.
5816 Wilshire Blvd., Los Angeles 36, Cal.
RICKARD AND COMPANY, INCORPORATED (A)
11 E. 36th St., New York 16, N.Y.
RIDGWAY COMPANY, THE (A)
8008 Carondelet St., St. Louis 5, Mo.
RIEDL AND FREEDE, INC. (A)
269 Broadway, Paterson 1, N.J.
RIESELBACH ADVERTISING AGENCY, ALLEN (A)
828 N. Broadway, Milwaukee 2, Wis.
RINGER & ASSOCIATES, INC. (A)
3142 Wilshire Blvd., Los Angeles 5, Cal.
RIPPEY AND COMPANY, ARTHUR G. (A)
First National Bank Bldg., Denver 2, Colo.
RITCHIE, ADVERTISING AGENCY (B)
Electric Bldg., Houston 2, Texas
ROBERTS, MacAVINCHE & SENNE (A)
75 E. Wacker Drive, Chicago 1, Ill.
ROBERTS AND REIMERS, INC. (A)
551 Fifth Ave., New York 17, N.Y.
ROBERTSON, BUCKLEY & GOTSCH, INC. (A)
57 E. Jackson Blvd. Chicago 4, Ill.
ROBINS ADVERTISING AGENCY (A-B)
1356 Main St., Sarasota, Fla.
ROBINSON AND CO., ELWOOD J. (A)
1111 Wilshire Blvd., Los Angeles 17, Cal.
ROBINSON, INC., BOB (A)
612 S. Elm St., Muncie, Indiana
ROBY ADVERTISING COMPANY (A)
15 West Tenth St., Kansas City, Mo.
ROCHE, WILLIAMS & CLEARY, INC. (A)
135 S. La Salle St., Chicago 3, Ill.
ROCKMORE COMPANY, THE (A)
37 W. 57th St., New York 19, N.Y.
ROEDING & ARNOLD, INC. (A)
369 Lexington Ave., New York 17, N.Y.
ROGERS & SMITH ADV. AGENTS (A-B)
20 N. Wacker Drive, Chicago 6, Ill.
Reserve Loan Life Bldg., Dallas 1, Texas
Dwight Bldg., Kansas City 6, Mo.
ROGERS COMPANY, HERBERT (A-B)
Wholesale Merchants Bldg., Dallas 2, Tex.
ROLAND-BODEE ADVERTISING CO. (A)
1610 Broadway, New York 19, N.Y.
ROLAND-BODEE AND FLINT ADV. AGENCY (A)
350 Lincoln Road, Miami Beach 39, Fla.
RONALDS ADV. AGENCY, LTD., (CANADA) (A-C)
1440 St. Catherine St., W., Montreal, Quebec
108 Peter St., Toronto 2B, Ontario
ROSE-MARTIN, INC.,(A)
21 W. 46th St., New York 19, N.Y.
ROSEN ASSOCIATES, INC., LEO JAY (A-B)
1662 Lincoln Court, Miami Beach, Fla.
ROSS ADVERTISING (A)
Farmers Trust Bldg., Ft. Wayne 2, Ind.
ROSS AGENCY, ELLSWORTH (A)
3810 Beverly Blvd., Los Angeles 4, Cal.
ROSS AND ASSOCIATES, W. B. (A)
2796 West Eighth St., Los Angeles 15, Cal.
ROSSI AND COMPANY (A)
Guardian Bldg., Detroit 26, Mich.
ROSSI & HIRSHSON (A)
114 Middle St., New Bedford, Mass.
ROSS ROY OF CANADA, LTD. (C)
410 Canada Trust Bldg., Windsor, Ont., Canada
ROTHBARDT, INC., A. MARTIN (A)
154 E. Erie St., Chicago 11, Ill.
ROWE & WYMAN COMPANY, THE (A)
3800 Reading Road, Cincinnati 29, Ohio
ROY, INC., ROSS (A)
307 N. Michigan Ave., Chicago 1, Ill.
ROY, INC., ROSS (A)
2751 E. Jefferson Ave., Detroit 7, Mich.
ROY, INC., OF NEW YORK, ROSS (A)
122 E. 42nd St., New York 17, N.Y.
RUMRILL & COMPANY, INC., CHARLES L. (A)
339 East Avenue, Rochester 4, N.Y.

ADVERTISING AGENCIES RECOGNIZED BY ANPA, SNPA AND CDNPA—Continued

RUNKLE, LOWE CO., ADVERTISING (B)
1305 Liberty Bank Bldg., Oklahoma City 2, Okla.
RUTHRAUFF & RYAN, INC. (A-C)
405 Lexington Ave., New York 17, N.Y.
360 N. Michigan Ave., Chicago 1, Ill.
812 Olive St., St. Louis 1, Mo.
7430 Second Blvd., Detroit 2, Mich.
1680 N. Vine St., Hollywood 28, Cal.
235 Montgomery St., San Francisco 4, Cal.
1216 Third Ave., Seattle 1, Wash.
RYAN, LEWIS EDWIN (A)
726 Jackson Place, N.W., Washington 6, D.C.
RYAN & SON, HOW. J. (A)
Joseph Vance Bldg., Seattle 1, Wash.

S

SAAS AND COMPANY, G. A. (A)
Guaranty Bldg., Indianapolis 4, Ind.
SACKHEIM, INC., BEN (A)
2 W. 59th St., New York 19, N.Y.
SACKHEIM & COMPANY, INC., MAXWELL (A)
670 Fifth Ave., New York 16, N.Y.
ST. GEORGES & KEYES, INC. (A)
250 Park Ave., New York 17, N.Y.
SALES-AIDE SERVICE (A)
326 W. Madison St., Chicago 6, Ill.
SAMPLE H. G. ADVERTISING (B)
77 W. Paces Ferry Rd., N.W., Atlanta, Ga.
SAMPSON COMPANY, INC., ARTHUR W. (A)
199 Washington St., Boston 8, Mass.
SANBORN ADVERTISING AGENCY (B)
1706 Holly Road, Lakeland, Fla.
SANDLASS ADVERTISING AGENCY, L. A. (A)
219 W. Saratoga St., Baltimore 1. Md.
SAWYER, INC., JAMES P. (A)
19 W. 44th St., New York 18, N.Y.
SAVAGE & TALLEY (A)
Fountain Square Bldg., Cincinnati 2, Ohio
SAUSSY ADVERTISING, WALKER (A-B)
823 Perdido St., New Orleans 12, La.
SAYWARD ASSOCIATES, GIL (A)
25 W. Broward Blvd., Ft. Lauderdale, Fla.
SCHAFFNER ADV. AGENCY, THE CLAUDE (A)
65 Trumbull St., New Haven 10, Conn.
SCHECK ADVERTISING AGENCY, INC. (A)
9 Clinton St., Newark 2, N.J.
SCHEER ADV. AGENCY, WILLIAM N. (A)
24 Branford Place, Newark 2, N.J.
SCHEIDELER, BECK & WERNER, INC. (A)
487 Park Ave., New York 22, N.Y.
SCHLAIFER AND COMPANY, INC., CHARLES (A)
4 W. 58th St., New York 19, N.Y.
SCHNEIDER-CARDON, LTD. (C)
2024 Peel St., Montreal, Canada
SCHNEIDERMAN ADV. AGENCY, INC., HARRY (A)
141 W. Jackson Blvd., Chicago 4, Ill.
SCHONFARBER & ASSOCIATES, INC., GORDON (A)
58 Weybosset St., Providence 3, R. I.
SCHREIBER ADVERTISING, MARK (A)
431 West Colfax, Denver 4, Colo.
SCHWAB AND BEATTY, INC. (A)
488 Madison Ave., New York 22, N.Y.
SCHWIMMER & SCOTT, INC. (A)
75 E. Wacker Drive, Chicago 1, Ill.
SCOTT-LIEBMAN (B)
721 Grand Theater Bldg., Atlanta 3, Ga.
SEEDS COMPANY, RUSSEL M. (A)
919 N. Michigan Ave., Chicago 11, Ill.
Lemcke Bldg., Indianapolis 4, Ind.
SEID-ADVERTISING, FREDERICK (A)
127 Montgomery St., San Francisco 4, Cal.
SEIDMAN & COMPANY, INC., S. T. (A)
45 W. 45th St., New York 19, N.Y.
SELDERS-JONES-COVINGTON, INC. (A)
3252 Broadway, Kansas City 11, Mo.
SERWER ADVERTISING, INC., IRVING (A)
250 W. 57th St., New York 19, N.Y.
SERWER INC., HARRY (A)
130 W. 42nd St., New York 36, N.Y.
SEVERANCE CO., INC., MALCOLM (A)
601 Bangs Ave., Asbury Park, N.J.
SEWELL, THOMPSON & CAIRE
203 Cigali Bldg., New Orleans 12, La.
SHAFFER, BRENNAN, MARGULIS ADV. CO. (A)
4 N. Eighth St., St. Louis 1, Mo.
SHAPIRO, INC., ED (A)
1612 Market St., Philadelphia 3, Pa.
SHATTUCK & CLIFFORD CO., INC. (A)
143 Newbury St., Boston 16, Mass.
SHAW ADVERTISING, INC., JOHN W. (A)
716 N. Rush St., Chicago 11, Ill.
SHECTER & LEVIN ADVERTISING AGENCY (A)
Old Town Bank Bldg., Baltimore 2, Md.
SHEETS, J. WM. (A)
Central Bldg., Seattle 4, Wash.
SIDENER AND VAN RIPER, INC. (A)
1142 N. Meridan St., Indianapolis 4, Ind.
SIESEL COMPANY, HAROLD J. (A)
216 E. 49th St., New York 17, N.Y.
SILBERSTEIN, ALFRED J., BERT GOLDSMITH, INC. (A)
16 E. 40th St., New York 16, N.Y.
SILLS, ALLAN R., & CO. (C)
137 Wellington St., West, Toronto, Ont., Canada
SILTON BROTHERS INCORPORATED (A)
131 Clarendon St., Boston 16, Mass.
SILVER & CO., CHARLES (A)
737 N. Michigan Ave., Chicago 11, Ill.
SILVERMAN ADVERTISING AGENCY (A)
400 N. Michigan Ave., Chicago 11, Ill.
SIMMONDS & SIMMONDS, INC. (A)
201 N. Wells St., Chicago 6, Ill.
611 Olive St., St. Louis 1, Mo.
2100 Jackson St., Dallas 2, Texas
Madison Bldg., Memphis, Tenn.
Speed Bldg., Louisville 2, Ky.
Chamber of Commerce Bldg., Nashville, Tenn.
SIMON ADVERTISING, INC., DOUGLAS D., (A)
280 Madison Ave., New York 16, N.Y.
SIMON & GWYNN (A-B)
3329 Poplar Ave., Memphis 11, Tenn.
SIMON COMPANY, THE (A)
1606 E. Burnside St., Portland 14, Oregon
SIMONDS, PAYSON COMPANY, INC. (A)
53 Exchange St., Portland, Maine
SIMONS-MICHELSON COMPANY (A)
Lafayette Bldg., Detroit 26, Mich.
SMALLEN ADVERTISING, PAUL (A)
551 Fifth Ave., New York 17, N.Y.
SMALLEY, LEVITT & SMITH, INC. (A)
643 S. Olive St., Los Angeles 14, Cal.
SMITH ADVERTISING AGENCY, JOSEPH (A)
44 Church St., Burlington, Vt.
SMITH, MARVIN C., ADVERTISING AGENCY (B)
403 Presbyterian Blvd., Nashville, Tenn.
SMITH ADVERTISING CO., ALLEN C. (A)
20 W. 9th St., Kansas City 6, Mo.
SMITH, BENSON & McCLURE, INC. (A)
8 S. Michigan Ave., Chicago 3, Ill.
SMITH COMPANY, W. J. (A-B)
Martin Brown Bldg., Louisville 2, Ky.
SMITH, HAGEL & SNYDER, INC. (A)
30 E. 60th St., New York 22, N.Y.
SMITH, R. C., & SON, LTD. (C)
80 King St. West, Toronto 1, Canada
SMITH, TAYLOR & JENKINS, INC. (A)
223 Fourth Ave., Pittsburgh 22, Pa.
SNEAD, C. N., ADVERTISING AGENCY (B)
612 Third St. S.W., Roanoke 16, Va.
SNOW AND STAFF, INC., WALTER B. (A)
Statler Bldg., Boston 16, Mass.
SON De REGGER ADVERTISING AGENCY, INC. (A)
1020 Locust St., Des Moines 9, Iowa
SORENSEN ADVERTISING COMPANY (A)
430 N. Michigan Ave., Chicago 11, Ill.
SOUTH AGENCY (B)
808-812 Farley Bldg., Birmingham 3, Ala.
SOUTHEASTERN ADVERTISING AGENCY (A-B)
444 Whitaker St., Savannah, Ga.
SOUTHERN ADVERTISING AGENCY (B)
428 W. Short St., Lexington, Ky.
SPARROW ADV. AGENCY, INC. (A-B)
Farley Bldg., Birmingham 3, Ala.
SPECTOR COMPANY, INC., RAYMOND (A)
445 Park Ave., New York 22, N.Y.
SPERRY-BOOM, INC. (A)
Union Arcade, Davenport, Iowa
SPIER, INC., FRANKLIN (A)
232 Madison Ave., New York 16, N.Y.
SPINNING, INC., ROLFE C. (A)
5057 Woodward Ave., Detroit 2, Mich.
SPITZ ADVERTISING AGENCY, INC. (A)
530 Oak St., Syracuse 3, N.Y.
SPITZER & MILLS, LTD. (C)
50 King St. West, Toronto 1, Canada
SPRINGFIELD, WILLIAM J., ADVERTISING (B)
1104 Main St., Dallas 2, Texas
STAAKE & SCHOONMAKER CO. (A)
Kalamazoo Bldg., Kalamazoo, Michigan
STANDARD NATIONAL ADV. AGENCY, INC. (A)
1100 Westlake Ave., N., Seattle 9, Wash.
STANFIELD, LIMITED, HAROLD F., (CANADA) (A-C)
Dominion Square Bldg., Montreal, Quebec
311 Bay St., Toronto 1, Ont.
STANFORD, CALVIN, ADVERTISING AGENCY (B)
Connally Bldg., Atlanta 3, Ga.
STAPLES D. D. ADVERTISING AGENCY (B)
Mutual Bldg., Richmond, Va.
STAPLES & TRAVIS, INC. (A)
1207 Grand Ave., Kansas City 6, Mo.
STEBBINS, BARTON A. (A)
1250 Wilshire Blvd., Los Angeles 14, Cal.
STEBBINS, INC., HAL (A)
714 West Olympic Blvd., Los Angeles 15, Cal.
STEIGMEYER ADVERTISING, CLEM J. (A)
Central Bldg., Ft. Wayne 2, Ind.
STERLING ADVERTISING AGENCY, INC. (A)
535 Fifth Ave., New York 17, N.Y.
STERN ADVERTISING, INC., NELSON (A)
2108 Payne Ave., Cleveland 14, Ohio
STEVENS AGENCY, INC., HERMON W. (A)
9 Newbury St., Boston 16, Mass.
STEVENS, INC. (A)
Ass'n of Commerce Bldg., Grand Rapids 2, Michigan
STEVENSON & SCOTT LIMITED, (CANADA) (A-C)
1260 University St., Montreal, Que.
100 Adelaide Street W., Toronto, Ont.
402 W. Pender St., Vancouver, B.C.
STEWART AGENCY, J. L. (A)
1901 N. 75th Ave., Elmwood Park, Ill.
STEWART-BOWMAN & MacPHERSON LTD. (C)
410 Province Bldg., Vancouver, B.C.
STILLER-ROUSE & ASSOCIATES (A)
250 S. La Cienega Blvd., Berverly Hills, Cal.
STOCKTON-WEST-BURKHART, INC. (A)
First Nat'l. Bank Bldg., Cincinnati 2, Ohio
STOCKWELL & MARCUSE (A)
Industrial Bank Bldg., Detroit 26, Mich.
STONE-STEVENS, INC. (B)
818 Gravier St., New Orleans 12, La.
STORM & KLEIN, INC. (A)
331 Madison Ave., New York 17, N.Y.
STREET & FINNEY, INC. (A)
76 Ninth Ave., New York 11, N.Y.
STROMBERGER, LAVENE, McKENZIE (A)
650 South Grand Ave., Los Angeles 17, Cal.
STUART ADVERTISING, CHAS. R. (A)
625 Market St., San Francisco 5, Cal.
SULLIVAN CO., INC., DANIEL F. (A)
216 Tremont St., Boston 16, Mass.
SULLIVAN, STAUFFER, COLWELL & BAYLES, INC. (A)
437 Fifth Ave., New York 16, N.Y.
SUSSMAN & SUGAR, INC. (A)
24 W. 40th St., New York 18, N.Y.
SWAFFORD AND COMPANY ADVERTISING (A)
307 S. Robertson Blvd., Beverly Hills, Calif.
SWEENEY & JAMES CO. (A)
1501 Euclid Ave., Cleveland 15, Ohio
SWEET & COMPANY, INCORPORATED, G. F. (A)
3 Lewis St., Hartford 3. Conn.
SWINK ADVERTISING AGENCY, INC., HOWARD (A)
372 E. Center St., Marion, Ohio
SYKES ADVERTISING, INC. (A)
1101 Fifth Ave., Pittsburgh 19, Pa.

T

TANDY ADVERTISING AGENCY, LTD, (CANADA) (A-C)
20 Carlton St., Toronto 2, Ontario
TATHAM-LAIRD, INC. (A)
64 E. Jackson Blvd., Chicago 4, Ill.
TAUBMAN & CO., SAMUEL (A)
1541 Sansom St., Philadelphia 2, Pa.
TAYLOR-NORSWORTHY, INC. (A-B)
820 North Harwood, Dallas, Texas
THOMAS & DELEHANTY INC. (A)
119 W. 57th St., New York 19, N.Y.
THOMPSON CO., J. WALTER (A-C)
420 Lexington Ave., New York 17, N.Y.
410 N. Michigan Ave., Chicago 11, Ill.
320 California St., San Francisco, Cal.
535 Griswold St., Detroit 26, Mich.
6399 Wilshire Blvd., Los Angeles 48, Cal.
1737 DeSales St., N.W., Washington 6, D.C.
THWING & ALTMAN, INC. (A)
444 Madison Ave., New York 22, N.Y.
TIMBES, INC., MORRIS (A-B)
220 St. Michael St., Mobile 3, Ala.
TOBIAS & CO. (B)
56 Broad St., Charleston 3, S.C.
TOMBRAS & ASSOCIATES, CHARLES (A-B)
502 Gay St., S.W., Knoxville 2, Tenn.
TOWN CRIER AGENCY (A)
Wickham Bldg., Council Bluffs, Iowa
TRACY, KENT & CO., INC. (A)
515 Madison Ave., New York 22, N.Y.
TRACY-LOCKE COMPANY, INC. (A-B)
2501 Cedar Springs Road, Dallas 1, Texas
Southern Standard Bldg., Houston, Texas
TURNER & DYSON, INC. (A)
452 Fifth Ave., New York 36, N.Y.
TWISS, THE HOUSE OF J. HAYDEN (A)
225 Park Ave., New York 17, N.Y.
TYSON AND COMPANY, INC., O. S. (A)
230 Park Ave., New York 17, N.Y.

U

UNIVERSAL ADVERTISING AGENCY (A)
Woodmen of the World Bldg., Omaha 2, Nebraska
UNITED ADVERTISING AGENCY (A)
58 Park Place, Newark 2, N.J.

V

VALENTINE-RADFORD ADVERTISING AGENCY (A)
912 Baltimore Ave., Kansas City 6, Mo.
VAMPLEW ADVERTISING (C)
1175 Bay St., Toronto, Canada
van der LINDE COMPANY, VICTOR (A)
683 Fifth Ave., New York 22, N.Y.
VAN HECKER, INC. (A)
664 N. Michigan Ave., Chicago 11, Ill.
VAN SANT, DUGDALE & COMPANY, INC. (A)
1917 Eye St., N.W., Washington 6, D.C.
VER STANDIG, INC. (A)
1917 Eye St., N.W., Washington 6, D.C.
VICKERS & BENSON LTD., (CANADA) (A-C)
Keefer Bldg., Station H, Montreal 25, Que.
380 Victoria St., Toronto 2, Ontario
VLADIMIR & COMPANY, INC., IRWIN (A)
325 Lexington Ave., New York 16, N.Y.
VOSS & BICK (B)
81 Madison Ave., Memphis, Tenn.

W

WADE ADVERTISING, GEOFFREY (A)
20 N. Wacker Drive, Chicago 6, Ill.
6223 Selma Blvd., Hollywood 28, Cal.
WADE, INC., LOUIS E. (A)
Paramount Bldg., Fort Wayne 2, Ind.
WAGENSETL & ASSOCIATES, HUGO (A)
Talbott Bldg., Dayton 2, Ohio
WAGHORNE, MAX E. ADVERTISING (B)
506 Insurance Bldg., San Antonio, Texas
WALDIE AND BRIGGS, INC. (A)
221 N. La Salle St., Chicago 1, Ill.
WALKER, ADVERTISING, HAROLD C. (A)
Palace Bldg., Minneapolis 1, Minn.
WALKER & DOWNING, GEN. ADV. AGENCY (A)
Oliver Bldg., Pittsburgh 22, Pa.
WALLACE ADVERTISING, LTD. (C)
134-136 Roy Bldg., Halifax, Nova Scotia, Canada
WALLACE-FERRY-HANLY COMPANY (A)
400 W. Madison St., Chicago 6, Ill.
WALLACE-LINDEMAN, INC. (A)
Ass'n. of Commerce Bldg., Grand Rapids 2, Michigan
WALSH ADVERTISING COMPANY, LTD., (CANADA) (A-C)
Guaranty Trust Bldg., Windsor, Ontario
Congress Bldg., Toronto, Ontario
WALTHER-BOLAND ASSOCIATES (A)
301 Broadway, San Francisco 11, Cal.
WANK & O'ROURKE (A)
425 Bush St., San Francisco 8, Cal.
WARD, INC., TAYLOR M. (A)
315 N. Tioga St., Ithaca, N.Y.
WARMAN, ROBINS & GORHAM, INC. (A)
775 Main St., Buffalo 3, N.Y.
WARNER COMPANY, INC., MASON (A)
221 N. La Salle St., Chicago 1, Ill.
WARNER & TODD, INC. (A)
8029 Clayton Rd., St. Louis 17, Mo.
WARREN ADVERTISING, VIRGIL A. (A)
Post Bldg., Spokane 1, Wash.
WARWICK & LEGLER, INC. (A)
230 Park Ave., New York 17, N.Y.
2405 W. 8th St., Los Angeles 5, Cal.
WASSON ADVERTISING CO., I. B. (A)
Manufacturers Exch. Bldg., Kansas City 6, Mo.
WATERS & ASSOCIATES, INC., NORMAN D. (A)
6 E. 39th St., New York 16, N.Y.
WATERSTON & FRIED, INC. (A)
347 Fifth Ave., New York 16, N.Y.
WATTS ADVERTISING AGENCY (A)
1134 Locust St., St. Louis 1, Mo.
WATTS, PAYNE ADVERTISING, INC. (A-B)
900 S. Main St., Tulsa 2, Okla.
WAYNE & COMPANY, TUCKER (A-B)
1175 Peachtree St., N.E., Atlanta 5, Ga.
WEAVER BURNLEY, ADVERTISING
15 Bank of Asheville Bldg., Asheville, N. C.
WEBB ADV. CO., FRANK D. (A)
10 W. Read St., Baltimore 1, Md.
WEBB ADVERTISING SERVICE, INC., D. STUART (A)
306 N. Gay St., Baltimore 2, Md.
WEBBER ADVERTISING AGENCY (A)
Peoples Nat'l. Bank Bldg., Grand Rapids 2, Michigan
WEIGHTMAN, INC. (A)
1619 Chestnut St., Philadelphia 3, Pa.
WEILL CO., INC., THE ARMAND S. (A)
170 Franklin St., Buffalo 2, N.Y.
WEINBERG ADVERTISING CO., MILTON (A)
3508 Wilshire Blvd., Los Angeles 5, Cal.
WEINER COMPANY, THE J. J. (A)
149 California St., San Francisco 11, Cal.
WEINTRAUB & COMPANY, INC., WILLIAM H. (A)
488 Madison Ave., New York 22, N.Y.
49 E. 53rd St., New York 22, N.Y.
13530 Michigan Ave., Dearborn, Mich.
WEISS AND GELLER, INC. (A)
400 N. Michigan Ave., Chicago 11, Ill.
WEISS AND GELLER NEW YORK, INC. (A)
400 Madison Ave., New York 17, N.Y.
WELSH, HOLLANDER & COLEMAN (A)
350 South Alvarado St., Los Angeles 5, Calif.
WENDT ADVERTISING AGENCY (A)
Spitzer Bldg., Toledo 4, Ohio
WENDT ADVERTISING AGENCY (A)
Strain Bldg., Great Falls, Montana
WERBELL ADVERTISING, MITCHELL (A-B)
926 W. Peachtree St., Atlanta, Ga.
WESLEY ASSOCIATES, THE (A)
247 Park Ave., New York 17, N.Y.
WESTERN ADVERTISING AGENCY (A)
610 Wisconsin Ave., Racine, Wis.
35 E. Wacker Drive, Chicago 1, Ill.
WESTERN AGENCY, INC. (A)
Skinner Bldg., Seattle 1, Wash.
WESTERN ENTERPRISES, INC. (B)
Box 327, Oklahoma City, Okla.
WESTHEIMER AND BLOCK (A)
315 N. Seventh St., St. Louis 1, Mo.
WEST-MARQUIS, INC. (A)
1220 Wilshire Blvd., Los Angeles 17, Cal.
785 Market St., San Francisco 3, Cal.
Dexter-Horton Bldg., Seattle 4, Wash.
WESTON-BARNETT, INC. (A)
217½ W. Fifth St., Waterloo, Iowa
WHEELOCK COMPANY, WARD (A)
Lincoln-Liberty Bldg., Philadelphia 7, Pa.
WHERRY, BAKER & TILDEN, INC. (A)
919 N. Michigan Ave., Chicago 11, Ill.
WHITE ADVERTISING AGENCY (A-B)
Utica Bldg., Tulsa 14, Okla.
Commerce Exchange Bldg., Oklahoma City, Okla.
6351 Selma Ave., Hollywood, Cal.
WHITE AND ASSOCIATES, DAN (A-B)
El Paso National Bank Bldg., El Paso, Tex.
WHITE & HARRISON, ADVERTISING
433 Bedell Bldg., San Antonio 5, Texas
WHITE, T. O., ADVERTISING (B)
408 Title Guarantee Bldg., Birmingham 3, Ala.
WHITLOCK-SWIGART, INC.
346-7 Claiborne Towers, New Orleans 16, La.
WILDRICK & MILLER, INC. (A)
630 Fifth Ave., New York 20, N.Y.
WILL, INC. (A)
1276 W. Third St., Cleveland 13, Ohio
WILLIAMS ADVERTISING AGENCY, INC. (A)
347 Fifth Ave., New York 16, N.Y.
WILLIS ADVERTISING, LTD. (C)
220 Richmond St., W., Toronto, Ont., Canada
WILSON ADVERTISING AGENCY (A)
Provident Bldg., Cincinnati 2, Ohio
WILSON ADVERTISING AGENCY, THOMAS C. (A)
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WILSON, HAIGHT, WELCH & GROVER, INC. (A)
Ten Allyn St., Hartford 3, Conn.
220 E. 42nd St., New York 17, N.Y.
WILSON, INC., EDWIN BIRD (A)
52 Wall St., New York 5, N.Y.
WILTMAN & CALLAHAN, INC. (A)
223 Fourth Ave., Pittsburgh 22, Pa.
WINIUS-BRANDON CO., INC. (A)
1706 Olive St., St. Louis 3, Mo.
WINSETT, MARVIN, ADVERTISING AGENCY (B)
National City Bldg., Dallas 1, Texas
WINTER ADVERTISING AGENCY, N. A. (A)
Paramount Bldg., Des Moines 9, Iowa
WINTERNITZ ADVERTISING, ROBERT (A)
45 E. 17th St., New York 3, N.Y.
WISDOM, WILLIAM G. INC. (B)
715 American Bank Bldg., New Orleans, La.
WITTNER ADVERTISING, FRED (A)
581 Fifth Ave., New York 17, N.Y.
WOLFE-JICKLING-CONKEY, INC. (A)
327 John R. St., Detroit 26, Mich.
WOLFF & ASSOCIATES, ED. (A)
328 Main St., E., Rochester 4, N.Y.
WOODLEY COMPANY, THE ALBERT (A)
155 E. 44th St., New York 17, N.Y.
WOODRUFF, L. R., ADVERTISING AGENCY (B)
625 N.W. 132nd St., North Miami, Fla.
WOOLLEY, INC., CLOYD F. (A)
2265 Eudora St., Denver, Colorado
WORLD WIDE ADVERTISING CORPORATION (A)
100 W. 55th St., New York 19, N.Y.
WORTMAN, BARTON & SPOHN, INC. (A)
345 Madison Ave., New York 17, N.Y.
WYATT ADVERTISING AGENCY (B)
401 Navarro St., San Antonio 5, Texas
WYATT, BURTON E. & CO. (B)
First National Bank Bldg., Atlanta, Ga.

Y

YARDIS ADVERTISING COMPANY (A)
2116 Walnut St., Philadelphia 3, Pa.
YATES ADVERTISING AGENCY, THOMAS L. (A-B)
1020 Summit Ave., Fort Worth 3, Texas
YORKUNAS, AL., ADVERTISING AGENCY
Tibbetts Bldg., Tampa 2, Fla.
YOST ADVERTISING AGENCY, CHAS. E. (A)
Keystone Bldg., Pittsburgh 22, Pa.
YOUNG & RUBICAM, INC. (A-C)
285 Madison Ave., New York 17, N.Y.
333 N. Michigan Ave., Chicago 1, Ill.
Penobscot Bldg., Detroit 26, Mich.
235 Montgomery St., San Francisco 4, Cal.
6253 Hollywood Blvd., Hollywood 28, Cal.

Z

ZIMMER, KELLER & CALVERT, INC. (A)
Stroh Bldg., Detroit 26, Mich.
ZIMMER McCLASKEY (A-B)
Starks Bldg., Louisville 2, Ky.
ZIMMERMAN ADVERTISING (A-B)
603 Avondale Ave., Houston 6, Texas
ZIMMERMAN ASSOCIATES, WALTER J. (A)
225 Lafayette St., New York 12, N.Y.
ZLOWE COMPANY, THE (A)
598 Madison Ave., New York 22, N.Y.

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1. Good Advertising aims to inform the consumer and help him to buy more intelligently.
2. Good Advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good Advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good Advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

MANUFACTURERS AND DISTRIBUTORS OF NEWSPAPER EQUIPMENT AND SUPPLIES

EXPLANATION OF KEY LETTERS
M—Manager; AM—Advertising Manager; BM—Business Manager; DM—District Manager; EM—Eastern Manager; GM—General Manager; SM—Sales Manager; WM—Western Manager.

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408 University Ave., Toronto 2, Ont., Canada.
Newsprint, Bleached and unbleached Sulphite, Corrugated board and hardboard.

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4020 Zenith Ave. N., Minneapolis 12, Minn. A. E. Johnston, Pres., GM. B. I. Johnston, SM, AM.
Cord-rubber belts for Linotype and Intertype machines.

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Gertrude Schultz, mgr.
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New York 17, N. Y., 60 E. 42nd St. W. E. Bossert, DSM.
Los Angeles 15, Calif., 620 W.M. Garland Bldg., 117 W. 9th St. H. W. Olson, DSM.
Houston 2, Tex., 116 Oil & Gas Bldg. R. G. Wood, DSM.
Watson-Smith Co. Atlanta 6, Ga., 1018 Blvd., N.E.
W. B. Harris & Son, Cincinnati 36, Ohio, P. O. Box 116.
H. H. Rugg Co. St. Paul 14, Minn., 2200 University Ave.
A. E. Garnjost. San Francisco 4, Calif., 544 Market St.
E. H. Lloyd & Son, Inc. Boston 9, Mass., 131 State St.
E. S. Riggs. Cleveland 3, Ohio, 7016 Euclid Ave.
Industrial Castings & Forgings Co. Pittsburgh 6, Pa., 505 Highland Bldg.
Fred G. Greaves Co. Seattle 1, Wash., 3215 Western Ave.
F. E. Allen Co. Buffalo 16, N. Y., 1315½ Hertel Ave.
Frank L. Uhas & Co., Detroit 2, Mich., 427 New Center Building.
Donald B. Buchanan. Richmond 19, Va., 417 Law Building.
A. C. Leslie & Co., Ltd. Montreal and Toronto, Canada.
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Automatic Typewriters.

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Chicago 6, Ill., 847 W. Jackson Blvd. H. J. Hartwick, SM.
Boston 10, Mass., 211 Congress St. A. F. H. Heintz, SM.
Detroit 7, Mich., 3000 E. Jefferson. H. B. Foersterling, SM.
Cleveland 14, Ohio, 1845 E. Ninth St. C. F. Cole, M.
Philadelphia 6, Pa., 991 Drexel Bldg. J. B. Downs, M.
Hayne-Surridge Co. St. Louis 3, Mo., 1901 Pine St. E. Alt, Jr., M.
Dallas, Tex., 3209 McKinney. Dave Lowman, Rep.
A. B. Boyd Co. (West Coast Reps.) San Francisco 3, Calif., 1235 Howard St. E. A. Lusch, M.
Los Angeles 21, Calif., 763 E. 14th St. A. B. Levisee, M.
Portland 14, Ore., 735 S.E. Union Ave. R. M. Treadgold, M.
Seattle 9, Wash., 404 Dexter Ave. R. M. Treadgold, M.
San Diego, Calif., 703 Eighth Ave. R. L. Jenkins, M.
Atlanta, Ga., 305 Techwood Drive, N. W. M. A. Cook, Jr., Rep.
Rochester 4, N. Y., 82 St. Paul St. Wm. Thaney, Rep.
Felt for stereotype blankets.

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Web-fed Equipment for offset, gravure, rubber plate printing.

MT. VERNON DIVISION—AMERICAN TYPE FOUNDERS, INC.
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AMERICAN TYPE FOUNDERS, INC.
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New York 12, N. Y., 555 Broadway. Louis A. Croplis, M.
Philadelphia 7, Pa., 13th & Cherry Sts. H. S. Ferguson, M.
Baltimore 1, Md., 103 W. Pratt St. W. H. Williamson.
Cleveland 14, O., 1530 E. 19th St. W. J. Taylor.
Cincinnati 2, O., 424 Commercial Sq., E. B. Hundley.
Atlanta 2, Ga., 282 Forsyth St., S.W. A. R. Bink.
Chicago 6, Ill., 519 W. Monroe St., R. J. Kirby.
St. Louis 3, Mo., 2135 Pine St. E. W. Rudolph, M.
San Francisco 2, Calif., 360 Golden Gate Ave. W. C. Johnston, M.
Dallas 2, Tex., 604 S. Akard St. T. K. Bransford, M.
Los Angeles 15, Calif., 1314 West Ninth St. O. H. Udall, M.
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Washington, D. C., 3408 Wisconsin Ave., N.W. H. Pike, DM.
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San Francisco 3, Calif., 1950 16th St. Spencer Tilden, VP.
Boston 9, Mass., 12 Commercial Wharf. Edward Emerson, M.
Atlanta 3, Ga., 225 Moore St., S.E. Henry R. Froehlig, SM.
Philadelphia 47, Pa., 15 Lombard St. Joseph Gerhart, M.
St. Louis 4, Mo., 2500 Texas Ave. Frank McCourt, M.
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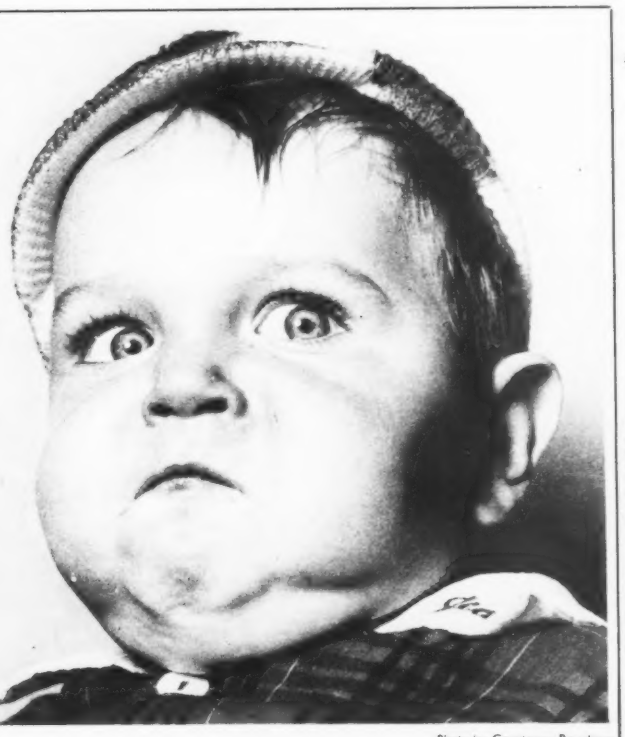
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Washington 5, D. C., 1324 I St.
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Boston 16, Mass., 131 Clarendon St.
Montreal 2, Quebec, Can., 1449 Sr. Alexander St.
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Boston 5, Mass., 110 Tremont St.
Detroit 27, Mich., 16849 Grand River Ave.
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Cleveland 14, Ohio, 1432 Hamilton Ave. L. C. Strom, M.
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Detroit 10, Mich., 4391 Apple St. M. M. Caldwell, M.
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Pittsburgh 3, Pa., 88 S. 13th St. R. T. Waugh, M.
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Booth Zink cut cement, stereotype cement.

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Colortone, solotone and transopaque sheets and accessories for preparing and preseparating illustrations for newspaper reproduction and the creation of color advertising copy.

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3800 Chester Ave., Cleveland 14, O. Al C. Sutphin, Pres. G. L. Erikson, GM.

Printing & lithography inks.

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Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, dust collectors, insecticide sprayers.

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Chicago 10, Ill., 900 N. Franklin St. Albert J. Kareth, M.
Boston 10, Mass., 287 Atlantic Ave. William S. Brazier, M.
Cleveland 14, Ohio, 1051 Power Ave. John Tobin, M.

Engravers' copper and zinc, sensitized products, chemicals, photo mechanical equipment.

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Rotary pumps for handling milk, food, beverages and chemicals.

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Washington, D. C. J. E. Edgerton, M.
Los Angeles, Calif. Geo. M. Prescott, M.
San Francisco, Calif. R. E. Peters, M.
Asmund & Co. Portland, Oreg. G. R. Smith, M.
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Bunn package tying machine.

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Radiant-heat combustion, systems, Industrial ovens.

BURGESS CELLULOSE CO.
Ft. Exchange St., Freeport, Ill. Victor E. Fishburn, Pres. L. A. Giessel, V. P. K. G. Myers, V.P. R. M. Kendle, Treas. B. E. Fishburn, Sec'y.

Stereotype dry mats for daily newspapers and for commercial shops getting out advertising.

CALIFORNIA INK CO., INC., THE
545 Sansome St., San Francisco 11, Calif. C. M. Reed, Pres. A. N. Nathan, V. P. M. Adler, Vice-Pres. W. H. Brandes, Vice-Pres. R. H. Wellington, Sec'y.-Treas. Los Angeles 23, Calif., 2939 E. Pico Blvd. Curt Vandersluis, M.
Seattle 4, Wash., 1727 S. Alaskan Way. R. C. Miller, M.
Portland 9, Ore., 1206 N.W. Hoyt St. F. H. Huber, M.
Salt Lake City 1, Utah, 60 S. 2nd East St. S. L. Winter, M.
Honolulu 13, T. H., 235 Cooke St. Harry Rowe, M.
Phoenix, Ari., 809 N. 21st. Ave. D. A. Ekdahl, M.

Printing and lithographic inks, graphic arts equipment and supplies.

CAMERON MACHINE COMPANY
61 Poplar St., Brooklyn 2, N. Y. J. Schapiro, Pres. E. J. Ward, SM. P. B. Withstandley, AM.

Web tension and side register controls, splicer winders.

CAPITAL ELEVATOR & MFG. CO., THE
424 W. Town St., Columbus 8, O.

Manufacturers of stereotype plate conveyors, droppers and lifts; roll paper track, dollies, transfer cars, lifts and lowering devices; bundling tables and belt conveyors for mailing rooms.

(Continued on page 264)

A PROFESSIONAL INTEGRATED APPROACH

. . . planned to meet your requirements while relieving your mechanical staff of design and construction problems.

Publishing business managements can find substantial advantage in the services of Professional Engineers. The Engineer's approach is scientific. His sole concern is the best interest of the client.

OUR STAFF

An integrated engineering organization, including a group experienced in printing problems, backed by a complete staff of Engineers, Architects, Project Managers, Construction Supervisors, Procurement and supporting service personnel.

. . .

OUR SERVICES

1 Investigations of plant sites.
2 Analysis of existing operations.
3 Reports on design and estimates of cost for new departments, plant additions and new plants.
4 Complete plans and specifications.
5 Procurement of materials and equipment.
6 Supervision of Construction and Equipment Installation.

We are Professional Engineers and represent our clients as construction supervisors — we are not builders or construction contractors. Our only interest in processes, equipment and materials is the best interest of our clients.

CHAS. T. MAIN, INC.

CONSULTING ENGINEERS SINCE 1893

BOSTON, MASSACHUSETTS • CHARLOTTE, NORTH CAROLINA

MANUFACTURERS AND DISTRIBUTORS OF NEWSPAPER EQUIPMENT AND SUPPLIES—Cont'd

(Continued from page 263)

CARBORUNDUM COMPANY, THE
P. O. Box 337, Niagara Falls, N. Y. C. F. Robinson, Pres. E. R. Broden, Exec. Vice-Pres. Oper. F. J. Tone, Jr., Sr. V.P. F. T. Keeler, Dir. Sls.

(Atlanta District) Chamblee Ga., 4996 Peachtre Rd. E. W. Bryson, Dist. M.

(New England District) West Springfield, Mass., 333 River St. F. H. Machleit, Dist. M.

(Buffalo District) Niagara Falls, N. Y. G. H. Dennison, Dist. M.

Chicago 32, Ill., 3335 West 47th St. G. O. Watson, Dist. M.

Cleveland 23, Ohio, 24800 Lakeland Blvd. L. W. Judy, Dist. M.

Detroit 34, Mich., 11171 Lappin Ave. W. D. Dickerson, Dist. M.

New York 19, N. Y., 31 W. 47th St. J. A. Decker, Dist. M.

St. Louis 16, Mo., 4429 Ridgewood Ave. H. C. Smith, Jr., Dist. M.

(Pacific District) Los Angeles 22, Calif., 2626 South Malt Ave. Mountain View, Calif., Mountain View & Alviso Rd. J. G. Fritzinger, Dist. M.

Pittsburgh 25, Pa., 2600 Neville Rd. G. S. Hamill, Dist. SM.

St. Louis 16, Mo., 4423 Oleatha St. F. J. Miller, Dist. SM.

Silicon carbide abrasive for graining lithograph plates (sharpest type); silicon carbide abrasive grain used in graining lithographic plates (blocky); aluminum oxide abrasive grain (fused) for graining lithographic plates; aluminum oxide abrasive grain (fused) for graining lithographic plates, (small equipment); drawsheet paper rolls and sheets for use on outside of packing cylinders, impression cylinders, rotary web perfectors, flat bed perfectors, flat bed and non-perfecting rotary presses to prevent offset from drawsheet to white-stock; non-slip sidewalk (abrasive) grain for use in sidewalks, around oily machinery entrances, ramps, steps, vestibules, etc.; aggregate (abrasive) for terrazzo and for concrete or colored cement flooring; non-slip stair tread strips; non-slip, weather-proof, wear-resistant coated abrasive cloth for stairs, steps, ramps, gangways, entrances, platforms, and other surfaces where safe footing is essential for pedestrians, employees, etc., especially on ladders and walks near oily machinery such as presses.

CARLSON, INC., JOHN P.
420 Carroll St., Brooklyn, N. Y. J. Robert Carlson, Pres. Irving Carlson, V. P. Kermit Carlson, Secy.-Treas. J. G. Martin, SM.

Printing inks for all types of printing and lithographing.

CENTURY ELECTRIC COMPANY
1806 Pine St., St. Louis 3, Mo. Fred H. Pillsbury, Pres. E. S. Pillsbury, Ch. R. N. Hill, V.P. in charge of operations. R. J. Russell, V.P. Paul W. Baker, V.P. Senter M. Jones, Jr., V.P. & Treas. E. S. Moore, Asst. Sec'y. Joyce S. Pillsbury, Sec'y. L. J. Meiners, Asst. Treas. & Controller. Anthony Neher, Sls. Prom. M.

Atlanta 3, Ga., 22 Marietta St., N.W.

Boston 10, Mass., Room 528, 10 High St.

Buffalo 3, N. Y., 632½ Main St.

Chicago 39, Ill., 4811 W. Fullerton Ave.

Cincinnati 2, Ohio, Room 410, American Bldg., Parkway and Walnut St.

Cleveland 15, O., Room 666, Hanna Bldg., E. 14th St. & Euclid Ave.

Dallas 2, Tex., Room 713, 810 Main St.

Davenport, Iowa, Room 1018, 326 W. 3rd St.

Denver 2, Colo., 1644 Blake St.

Detroit 2, Mich., Room 620, 7430 Second Blvd.

Grand Rapids, Mich., B & G Terminal 900 Monroe Ave., N.W.

Houston 2, Tex., Room 752, 1 Main St.

Indianapolis 4, Ind., Room 903, 15 E. Washington St.

Kansas City 6, Mo., Room 610, 903 McGee St.

Los Angeles 21, Calif., Room 307, 1855 Industrial St.

Milwaukee 3, Wis., Room 1002, 606 W. Wisconsin Ave.

Minneapolis 8, Minn., Rm. 306, 711 W. Lake St.

New Orleans 8, La., 1001 St. Charles Ave.

New York 7, N. Y., 30 Vesey St.

Omaha 2, Neb., 16th and Leavenworth Sts.

Philadelphia 2, Pa., Room 912, 112 S. 16th St.

Phoenix, Ariz., J. E. Redmond Sy. Co., 625 W. Madison Ave.

Pittsburgh 22, Pa., Room 518, 106 Sixth St.

St. Louis 3, Mo., 1831 Chestnut

Salt Lake City 14, Utah, P. O. Box 2338, 1482 Major St.

San Francisco 5, Calif., 555-557, 681 Market St.

Seattle 4, Wash., Room 323, 607 3rd Ave.

Spokane 3, Wash., Tinling & Powell, E. 706 Sprague Ave.

Syracuse 2, N. Y., Room 814, 224 Harrison St.

Tulsa 3, Okla., 310 Thompson Bldg., 20 E. 5th St.

Manufacturers of electric motors and generators for all purposes, wherever machinery of any kind is used.

CERTIFIED DRY MAT CORP.
9 Rockefeller Plaza, New York 20, N. Y. Winthrop L. Sheedy, Pres. James Rica, V.P. Frank M. Tighe, Exec. V.P. G. T. Kempter, Secy. J. D. Jerome, Treas. A. F. Luca, Asst. Treas.

Stereotype dry mats.

THE CHALLENGE MACHINERY CO.
Grand Haven, Mich. J. Edgar Lee, Pres. J. Wesley Lee, Exec. VP. E. P. Babcock, Secy. & SM. R. C. Gould, Asst. Secy. W. F. Winterhalter, Treas. O. T. Gylleck, AM.

Printing presses, paper cutters, paper drilling machines, hi-speed quoins, precision equipment.

CHALMERS CHEMICAL COMPANY
123 Chestnut St., Newark 5, N. J. Charles J. Roh, Pres. Elmer R. Nippes, GM.

Type cleaner.

CHANDLER & PRICE CO.
6000 Carnegie Ave., Cleveland, O. D. W. Frackelton, Pres. J. W. Kirkpatrick, SM.

Printing presses, paper cutters.

CHARLES HELLMUTH PRINTING INK CORPORATION
154-6-8 W. 18th St., New York 11, N. Y. L. Osterman, Ch. of Bd. H. Hutner, Pres. A. Engel, V. P. Wm. P. Buschmann, Secy. & Asst. Treas.
(Charles Hellmuth Printing Ink Corp'n. of Illinois)
Chicago 24, Ill., 1029 S. Kildare Ave. Chester A. Scheidler, V. P.
Baltimore 2, Md., 501 E. Preston St. Wm. F. Lee

Manufacturer of printing and lithio ink.

CHEMCO PHOTOPRODUCTS CO., INC.
New St., Glen Cove, N. Y. Frank T. Powers, Jr., Pres. Francis C. Powers, Vp. chg. of Sales, Sam B. Anson, Jr., Gen. SM.
Atlanta 3, Ga., 99 Cone St., N.W. Mrs. R. Freeman
Boston 9, Mass., 255-A Huntington. K. McNeil, M.
Chicago 10, Ill., 442 N. Wells St. Spilman B. Gibbs, M.
Dallas 1, Texas, 2024 Main St. A. Burg
Detroit 26, Mich., 1414 Dime Bldg. R. McDonald
New Orleans 18, La., 408 Camp St. H. K. Marshall, M.
New York 3, N. Y., 235 Fourth Ave. C. H. Larsson, M.

Chemco roll film cameras 20" x 24", light controlled timer, ceiling safelight, whitelight negative viewer, temperature controlled darkroom sink, refrigerated stripping sink, stripping cabinet (2 sizes) etc., rotogravure carbon tissue, burning-in stoves, cold grid printer, zinc etching machines, coating and etching sinks, negative drying oven, powder cabinet, plate coolers, whirlers (gas and infra-red) and silk screen carbon tissue, Chemco Paper Base and Acetate Base Stripping Film, Chemo Prepared Chemicals.

CHESHIRE MAILING MACHINES, INC.
1415 W. Altgeld St., Chicago 14, Ill. R. E. Doane, Pres.

Mailing machines (automatic).

CHICAGO PRINTERS MACHINERY WORKS
609 W. Lake St., Chicago 6, Ill. F. A. Melcher, Owner. R. H. Stack, SM.

Electric and gas heaters, numbering machines, banding presses, bindery trucks, paper drilling machine, paper cutters, proof presses, quoins, galley cabinets, wire stitchers, press perforators, liquid and dry sprays, steel type cabinets, steel imposing tables, wood furniture, galley cabinets and galleys, steel cut cabinets, newspaper turtles, strawboard shears, trimming boards, safety cans, oily waste cans, ink knives, iron furniture, press locks, metal saws, casting boxes, metal re-melting furnaces, mat molders and scorchers, routers, perforators, steel chase base, cylinder extension deliveries, magazine racks, steel rule benders and cutters, punching machines, job sticks, lead and rule cutters, mitering machines, joggers.

CLEMENTS MFG. CO.
6650 S. Narragansett, Chicago 38, Ill. W. J. Clements, Pres. R. S. Knudsen, V.P. & GSM.

Cadillac portable electric blowers. Cadillac vacuum cleaners.

CLINE ELECTRIC MFG. CO.
Chicago 32, Ill., 3405 W. 47th St. G. R. Dayton, SM.
New York 17, N. Y., 220 E. 42nd St. H. J. Mitchell, M.
Los Angeles 17, Calif., 600 St. Paul Ave. W. E. Tolk, M.

Motors and controls for saw trimmers and type-casting machines, routers, mtrs. and controls for stereo machinery, plate conveyors, elevators and droppers mtr. and control equipments for magazine and newspaper presses, magazine and newspaper press drives, reels, tensions and pasters for magazine and newspaper presses, tracks and cars for reelrooms, roll hoists and elevators, tiering machines, cylinder-raising equipment and ink pump controls, bundle conveyors and newspaper conveyors.

CLIPPER BELT LACER CO.
974 Front Ave., N. W., Grand Rapids 2, Mich. W. J. Mervenne, Pres. & GM. Donald G. Thayer, SM.

Belt lacing equipment, tape lacing equipment.

COFFING HOIST CO.
800 Walter St., Danville, Ill. F. W. Coffing, Pres. G. R. Buck, Sec.-Treas. J. R. Coffing, S. & AM.

Metal feeder for linotype and intertype. (This product is distributed principally by Mergenthaler Linotype Co., but a few are sold direct from factory.)

THE COLSON CORP.
Cedar St., Elyra, O. J. Edgar Glass, Pres. & GM. Robert A. Pritzker, VP of Manufacturing. J. C. Struthers, VP of Sales.
Chicago 54, Ill., 1415 Merchandise Mart. E. A. Westerfield, M.
New York 3, N. Y., 215-4th Ave., Room 2007. J. D. Ramsey.

Continued on page 266)

THESE 3 FINE PHOTOENGRAVING METALS
Guarantee BETTER BUSINESS DURING 1955!

DURING 1955 . . . as in past years . . . these three dependable photoengraving metals will lead the way to more and better business. Order them from your local source of supply.

ZOMO ELECTRIC ZINC
The standard, high quality engravers' plate—not "soft"—not "hard"—preferred by newspaper and commercial engraving plants throughout the world.

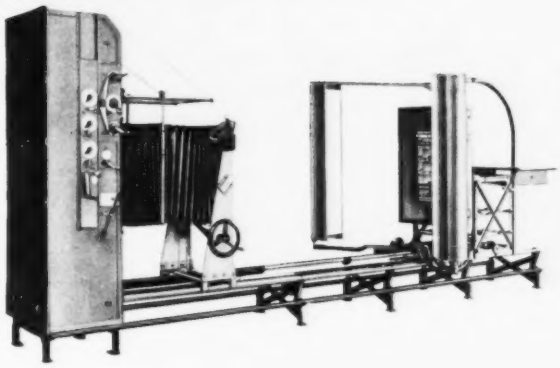
A-Z ELECTRIC ALLOY
The strongest, toughest, long-wear zinc alloy plate on the market. Gives maximum performance for any long press runs or for multiple mat needs.

ZOMAG
The only magnesium plate scientifically alloyed and "tailored" for either the conventional or for the Dow—ANPA Fast-Etch Engraving Processes.

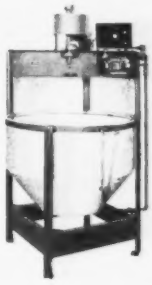
ROLLED PLATE METAL CO., INC.
210 VAN BRUNT ST. BROOKLYN 31, N. Y.

CHEMCO EQUIPMENT... best for photoengraving!

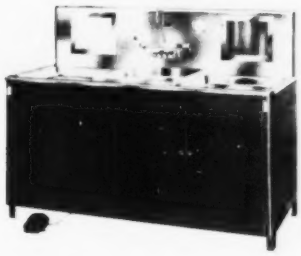
Give your photoengraving plant the tremendous advantages of best production, easiest maintenance and year-after-year economy! You can do it with these outstanding Chemco products.



CHEMCO MODEL F ROLL FILM CAMERA—Used in the daily production of about 47,000,000 copies of the 53,000,000 newspapers printed each day. Outside controls, roll film cut off, side arm control and dozens of other conveniences assure precision negatives at highest production rates.

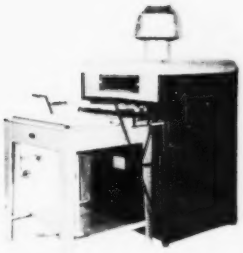


CHEMCO MODEL 1300 AUTOMATIC GAS-ELECTRIC PLATE WHIRLER—Produces uniformly sensitized plates with all types of enamel in about a two minute cycle. Set dial for speed, press the starter button . . . no other attention needed during the cycle!

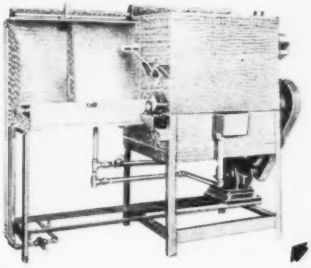


CHEMCO MODEL 910 TEMPERATURE CONTROLLED DARKROOM SINK—Just set the dial for automatic temperature control of processing solutions! MODEL 911—For use where hot water is available and cold water supply is always lower than temperature desired for processing.

CHEMCO MODEL 3000 COLD GRID PRINTER—Four minutes average printing time . . . in half the space needed for frame and arc set-ups. No glare, fumes, smoke, and no excessive heat. Operates on one-fifth of the electric power used by the average printing arc!



CHEMCO MODEL 310 BURNING-IN OVEN AND COOLER—Perfect heat control, easy operation and rapid, even burning-in . . . plus instant cooling! Fourteen ribbon type burners give even heat flow over entire plate area. MODEL 101—Diaphragm type with foot lever. MODEL 102—Flow type using running water, with foot valve.



CHEMCO MODEL 901 LEVER CONTROLLED ETCHER—Safe fume-free, rapid production with eye-level operation. This is the finest etcher investment you can make!

WRITE FOR ALL THE FACTS...AND USE CHEMCO'S ADVISORY AND PLANNING SERVICES WITHOUT OBLIGATION!

IF IT'S chemco IT'S BEST FOR PLATEMAKING

chemco PHOTOPRODUCTS COMPANY, INC. GLEN COVE, N. Y.

ATLANTA BOSTON CHICAGO DALLAS DETROIT NEW ORLEANS NEW YORK

MANUFACTURERS AND DISTRIBUTORS OF NEWSPAPER EQUIPMENT AND SUPPLIES—Cont'd

(Continued from page 264)

Philadelphia 7, Pa., 219 N. Broad St., Room 705. Hood van den Arend, M.
Cleveland 15, O., 2063 E. 4th St., Room 409. A. C. Cholley, M.

Materials handling equipment, trucks, lift jacks, skids, casters, wheels, hospital and institutional trucks, wheel chairs, children's vehicles and bicycles.

COMMERCIAL CONTROLS CORPORATION
1 Leighton Ave., Rochester 2, N. Y. Chas. R. Ogsbury, Pres. C. E. Love, Exec. V. P. L. Scott Cass, V.P. & SM. H. J. Lindsay, AM. & Sls. Prom. M.

Endorsograph,' check endorsing machine; 'Ticketograph' & Mather Coupon, control system (pay & production); 'Multiopener,' letter opening machine; 'Multipost,' stamp affixer; 'Multisealer,' envelope sealing machine; 'Flexowriter' automatic letter writer; 'Justowriter,' automatic composing machine; 'Mailmaster,' desk sealer, opener, stamp affixer unit; Stamp Vendor, postage stamp vending machine; parcel post scales; postal & letter scales; mail room equipment.

COMMERCIAL PASTE COMPANY, THE
504-20 Buttles Ave., Columbus 8, O. A. L. Evans, Pres. D. W. Way, Supt. J. W. Hilbert, Secy. J. E. Herron, P. A.

Manufacturers of adhesives for the printing and publishing industry; semi-liquid paste for editorial, reportorial & advertising departments; mailing machine pastes, paste powder for single and bundle wraps; web splicing glue; cold process padding gum; rubber cement—advertising departments; pressman's favorite make-ready paste.

CONSOLIDATED-HAMMER DRY PLATE & FILM CO.
2711 Miami St., St. Louis 18, Mo. Benjamin Sugarman, Pres. Alfred Levine, V.P.

Super-Lith Film A. H., regular offset film A. H., dry plates: soft gradation panchromatic A. H., commercial panchromatic A. H., process panchromatic—contrast, panchromatic A. H., — special, Ortho offset A. H., regular offset A. H.

CONSOLIDATED PHOTOENGRAVERS & LITHOGRAPHERS EQUIPMENT CO.
1112 N. Homan Ave., Chicago, Ill. Benjamin Sugarman, Pres. Al Levine, SM.
Boston, Mass., 1190 Bennington St., East Boston, Mass.

Importers and distributors of rotary and sheet fed gravure and letterpress equipment, Offset lithograph presses, offset proof presses and metal decorating equipment, Engrav-a-plate machine, Automatic Step & Repeat equipment, System Lindmark Dry Plate Graining equipment.

CORKPAK COMPANY, INC., THE
70 Argyle Ave., New Rochelle, N. Y. Fred H. Paulmann, Pres. & GM. Frederick H. Paulmann, Jr., SM. & AM.

Cork press blankets and underpacking, duplex (cotton both sides) cork press blanketing, three-ply black neoprene press blanketing, wool felt press blanketing, draw sheeting (tympans), cork proof press blanketing, proof press draw sheeting (tympans), special prepared (oiled) tympan paper, dry manila tympan paper, stereo cork moulding blankets, stereo wool felt moulding blankets, stereo cork creeper blankets, stereo three-ply neoprene creeper blankets, red fibre stereo moulding boards, dry mats (matrices, dry flongs), stereo gummed space backing felt, double adhesive cut mounting tape, newspaper cutting rubbers (sticks), press conveyor, delivery and folder tape, tape couplers, cotton flannel lithographic blanketing, cotton "Molleton" lithographic blanketing, black enameled patent finish varnish coating blanket. Corkpak double coated "Plate-Tak" and scotch tape for cut mounting—"Statikil," high power magnifiers and galley locks.

COTTRELL & SONS COMPANY, C. B.
Westerly, R. I. Donald C. Cottrell, Pres. S. C. Saunders, VP Sls. A. J. Graf, VP Mfg. J. E. Meyer, VP & Chief Engineer. Joseph W. Powell, VP. Karl G. Stillman, Secy. & Treas.
Milwaukee, Wis., 3713 N. Humboldt Ave., Carl C. Sweet, VP
New York 17, N. Y., 230 Park Ave. Albert Halstead, VP & SM.
Chicago, Ill., Daily News Bldg. Albert Halstead, VP & SM.

Rotary web perfecting presses in multi-colors up to five colors on each side of a web; also sheet-fed and roll-fed multi-color presses printing on a single side; aniline printing presses; multi-color boxboard and carton printing presses; electrotype machinery; multi-color proof presses; rewinders; folders; flat deliveries, etc.

COXHEAD CORP., RALPH C.
720 Frelinghuysen Ave., Newark 5, N. J. Stuart P. Coxhead, Pres. G. J. Farmer, V.P. William Dreichler, Treasurer. J. J. Oppasser, Gen. Sales Manager. Emil Leavitt, Director of Publicity.
Albany 7, N. Y., 11 N. Pearl St. John B. Miller
Atlanta 3, Ga., 133 Luckie St. W. L. Calhoun
Baltimore, Md., 2322 N. Charles St. William Feige
Boston 9, Mass., 671 Boylston St. Ralph Wilbur
Buffalo 2, N. Y., 259 Delaware Ave. Russell Camp
Chicago 4, Ill., 53 W. Jackson Blvd. Jack M. Lewis
Cincinnati 2, O., 138 E. Court St., Room 1005 C. A. South
Cleveland 15, O., 2082 E. Fourth St. Irving Lyon
Columbus 15, O., 2470 E. Main St. John Diedalis
Dallas 2, Tex., 1602 S. Akard St. Clarence G. Dalton
Dayton 2, O., 127 S. Main St. C. A. South
Denver, Colo., 1229 Speer Blvd. Laurence Sklair
Detroit 26, Mich., 427 Brainard St. William Henaghan
Hartford 3, Conn., 721 Main St., Room 320. Donald Braun
Indianapolis 4, Ind., 1537 Central Ave. F. S. Hackleford.
Kansas City 6, Mo., 1200 Oak St., Room 200. Oliver C. Hanger
Los Angeles, Calif., 3012 Wilshire Blvd. Robert Graham
Louisville 2, Ky., 326 Tyler Bldg., W. Jefferson St. Willard Rhodes
Milwaukee 2, Wisc., 2402 W. Capitol Dr. Joseph Repka
Minneapolis 15, Minn., 529 S. Seventh St. H. Eric Martin
Newark 5, N. J., 720 Frelinghuysen Ave. Richard Menzel
New York 17, N. Y., 409 Madison Ave. Harry Cane
Philadelphia 4, Pa., 4001 Chestnut St. M. Hole
Pittsburgh 19, Pa., 333 Boulevard of Allies. George Robinette
Portland, Ore., 314 S.W. Ninth Ave.
Richmond, Va., 310 W. Grace St. R. Alex Ivey
Rochester 4, N. Y., 31 Gibbs St. A. Wussow
St. Louis 8, Mo., 326 N. Sarah St. Don Killen
San Francisco 5, Calif., 61 New Montgomery St. Ernest Watson
Seattle 1, Wash., 2207 Second Ave. Stanley G. Anthony
Washington 4, D. C., 1415 Eye St. N.W. T. J. Downey

Standard Vari-Typer composing machines with automatic justification and uniform letter spacing (various models); D.S.J. Vari-Typer composing machines with differential spacing and automatic justification.

COXHEAD CORPORATION OF CANADA, LTD., RALPH C.
Montreal 25, Que., 2052 St. Catherine St. W.
Ottawa, Ont., 46 Elgin St., Room 10A
Toronto, Ont., 185 Bathurst St.

Standard Vari-Typer and composing machines with automatic justification and uniform letter spacing (various models); D.S.J. Vari-Typer composing machines with differential spacing and automatic justification.

COYNE & PADDOCK, INC.
40-09 21st St., L. I. City 1, N. Y. F. M. Wagner, Pres.

Stere-O-Cork molding blankets, Masterpiece Creepers, molding corks, Ideal Bakelite Board, Red Fibre Board.

CRAFTINT MFG. CO.
1615 Collamer Ave., Cleveland 10, O. L. S. Sanders, Pres. J. H. Berwitt, GM. N. R. Combs, SM. R. E. Prouty, AM.
Long Island City, N. Y., 50-18 Vernon Blvd. Wm. Glantz, M.
Chicago, Ill., 730 N. Franklin St. Bernard Schoen, M.

Drawing paper with shading screens, shading sheets, four-color (line) process, "Artists" white opaque, red negative opaque, black negative opaque, red sable brushes (pure), red sable brushes, drawing materials, pure rubber cement, eraser-cleaner, clear and frosted acetate, clear acetate (thin gauge), paints (all colors) for use on acetate, custom-made plastic inks, Craf-Tone, Craf-Type, Craf-Color.

CRAFTSMEN MACHINERY CO.
575 Atlantic Ave., Boston, Mass. Ferd. L. Alpert, Pres. Louis Alpert, GM. & SM. Manuel Bourne, AM.

Hand printing press, job printing press, embossing press, mitering machine, hand lead and rule cutter, round corner-cutting machine (bench), round corner-cutting machine (pedestal), complete newspaper plants. Cramaco 4 in 1 diemaker, cramaco power round corner cutter.

CRAMER DRY PLATE CO., G.
Lemp & Shenandoah Ave., St. Louis 4, Mo. G. C. Cramer, Pres. R. R. Cramer, V.P. chg. Sls.
New York 3, N. Y., 9 E. 19th St. J. W. Griese, M.
Chicago 5, Ill., 608 S. Dearborn St. D. J. Cook, M.

Photo dry plates and film.

CROMWELL PAPER COMPANY
4801 S. Whipple St., Chicago 32, Ill. John B. Metzenberg, Pres. David Maxwell Weil, Treas.
Jersey City 2, N. J., 812 Jersey Ave.

Prepared tympan paper.

CUTLER HAMMER, INC.
315 N. 12th St., Milwaukee 1, Wis. G. S. Crane, Pres. Philip Ryan, Exec. VP. P. S. Jones, VP—Sales. L. P. Niessen, AM.
Chicago 6, Ill., 400 W. Madison St.
New York 18, N. Y., 8 W. 40th St.
Los Angeles 31, Calif., 1795 Pasadena Ave.

Newspaper press drives and control cylinder brakes, web severing device, conveyors.

DAVIDSON CORP.
(A subsidiary of Mergenthaler Linotype Co.)
29 Ryerson St., Brooklyn 5, N.Y. Martin M. Reed, Pres. W. W. Davidson, Jr., Exec. V.P. D. Reich, Sec'y. J. J. Rau, Controller.
New York 10, N. Y., 44-60 E. 23rd St. W. Strain, M.
Washington 6, D. C., 1008 Sixth St., N.W. L. Franklin, M.
Chicago 10, Ill., E. G. Ryan & Co., 153 W. Huron St. Clark Q. Snyder, M.
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(Continued on page 270)

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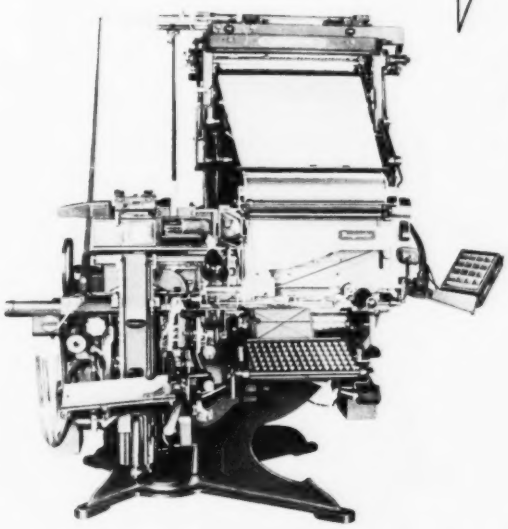

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General Electric press drives help

Oklahoma City Times runs 81,000 48-page final edition in 1½ hours

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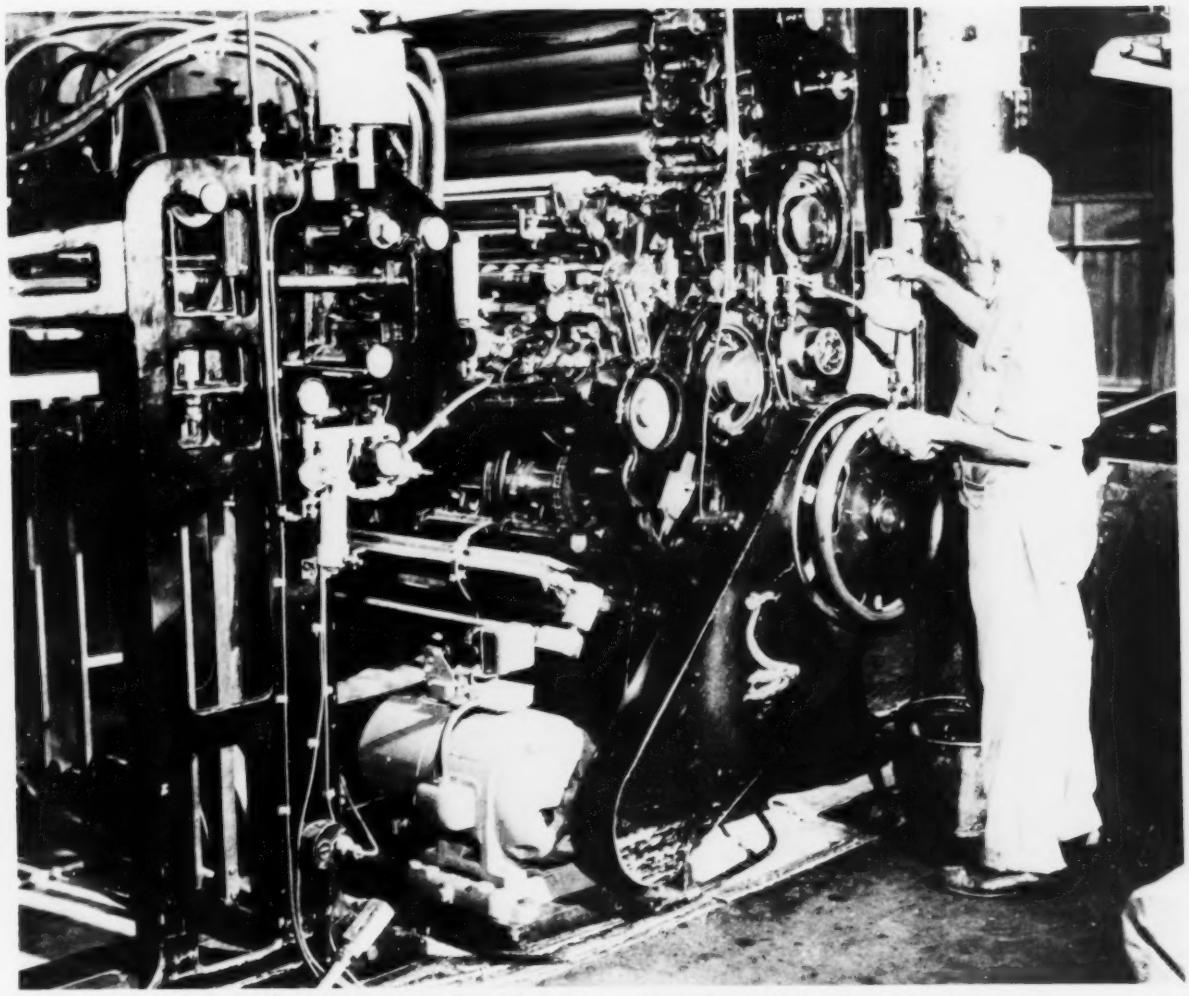
GENERAL ELECTRIC



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(Continued from page 266)

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(Continued on page 272)

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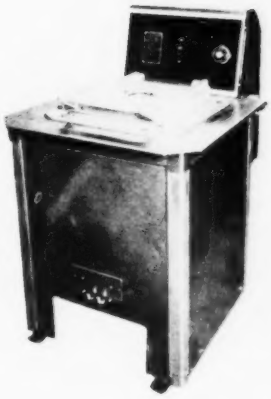


AUTOMATIC

FLOOR SPACE
28" x 38"

WORKING HEIGHT
36"

SHIPPING WEIGHT
600 LBS.

PRICE
STANDARD VOLTAGE
220 V.—3 PH.—60 CYC.

A.C. $16.50
D.C. $17.60

MODEL "FC"

FEATURING
PRE SHRINK ATTACHMENT

NO SLAM COVER

FLOOR SPACE
28" x 31"

WORKING HEIGHT
31"

SHIPPING WEIGHT
250 LBS.

PRICES
WITHOUT TIMER $250.00
WITH ONE TIMER $285.00
WITH TWO TIMERS $300.00

D.C. $25.00 EXTRA

MODEL "CM"

COVER OPENS AUTOMATICALLY AT END OF DRYING PERIOD

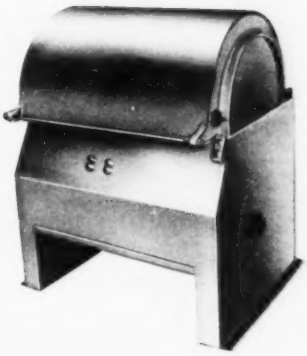
AUTOMATIC EXHAUST FOR STEAM

FLOOR SPACE
33" x 30"

WORKING HEIGHT
40"

SHIPPING WEIGHT
400 LBS.

PRICE
$825.00



MODEL "MMM"

NO SLAM COVER

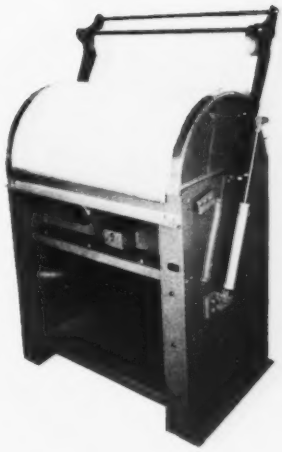
FLOOR SPACE
28" x 31"

WORKING HEIGHT
38"

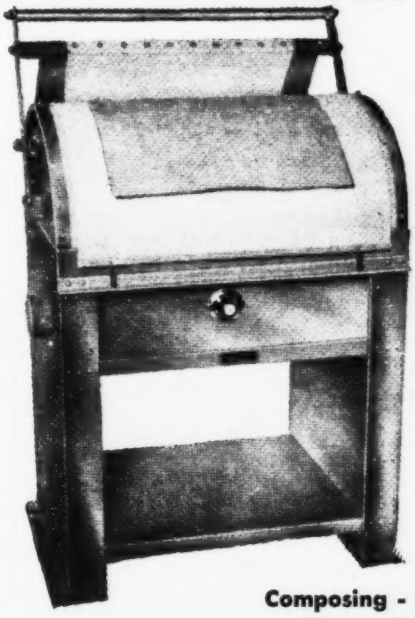
SHIPPING WEIGHT
230 LBS.

PRICES
WITHOUT TIMER A.C. $440.00
WITH TIMER A.C. $475.00

D.C. $35.00 EXTRA



MODEL "E"



ADJUSTABLE THERMOSTATIC HEAT CONTROL

SELF CONFORMING COVER

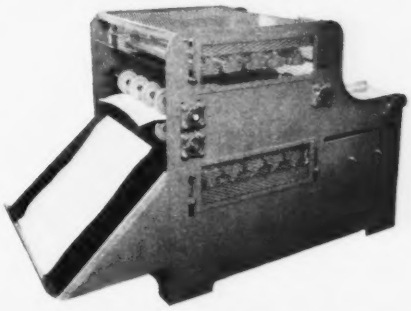
FLOOR SPACE
28" x 31"

WORKING HEIGHT
38"

SHIPPING WEIGHT
180 LBS.

PRICE
WITHOUT TIMER $260.00
WITH TIMER $300.00

Automatic Infra Red Stereotype Matrix Pre Treating Machine



FLOOR SPACE
47" x 70"

HEIGHT
43"

SHIPPING WEIGHT
1100 LBS.

Heat and Speed Control Adjustment Gives You a Perfect Control of the Mat

ALL PRICES F.O.B. LYNNFIELD, MASS.

Composing - Stereotype - Pressroom Equipment - and Supplies - Also All Types of Scotch Brand Tapes - Immediate Quotations and Delivery

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(Continued from page 270)

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Portland 9, Ore., 1516 N.W. Thurman St. W. D. Wyly, M.

Los Angeles 21, Calif., 2456 Enterprise St. F. E. Benedetti, M.

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Printers' composition rollers; rubber rollers, vulcanized oil rollers, leather rollers, offset and lithographic rollers, "Aquatex" and "Dampabase" (dampening roller covers).

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Goerz Artar Process Lenses for color work and black and white photography in graphic arts and all branches of photography.

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Philadelphia 34, Pa., 955 E. Erie Ave. C. G. Morgan, M.

San Francisco 24, Calif., 1950 Army St. H. B. Lane, M.

Seattle 4, Wash., 1224 1st Ave. P. R. Wineman, M.

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Birmingham 5, Ala., 101 S. 12th St.

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Jacksonville 3, Fla., 2252 Dennis St. P. O. Box 2430.

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Omaha 2, Nebr., 2562 Farnam St.

Pittsburgh 24, Pa., 5200 Penn Ave.

Salt Lake City 12, Utah, 135 E. 1st South St.

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High-speed unit-type rotary newspaper press, unit-type tubular newspaper press, deck-type tubular newspaper press, flat bed roll fed newspaper press, Magazine and color-comic presses, high-speed roll fed rotogravure press reels, tensions & pasters, paper handling equipment, complete line of composing and stereotype room equipment.

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Maker and distributor of Gould Service—a cardboard letter service for pasting on mats for making reverse without use of engraving. Reverse ink kits $15 and $25.

Ideal DX
Flame-resistant Newspaper press rollers

STOP Fires before they start!

Add to this the ability of DX to do superb ink distribution

There is added protection for your pressroom in these flame-resistant rollers. Use DX for ROP color and classified pages. Use DX to snap up the halftones on the women's pages.

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Manufacture all-wool woven felt blankets for use in newspaper presses, offset and lithographic presses; felt blankets, proof press blanket felt; felt stereotype blankets; moulders; felt mitts, for men handling hot plates in stereotype dept, cut to size; felt electrotypers' and engravers' blankets; felt blankets used in newspaper mechanical machinery departments.

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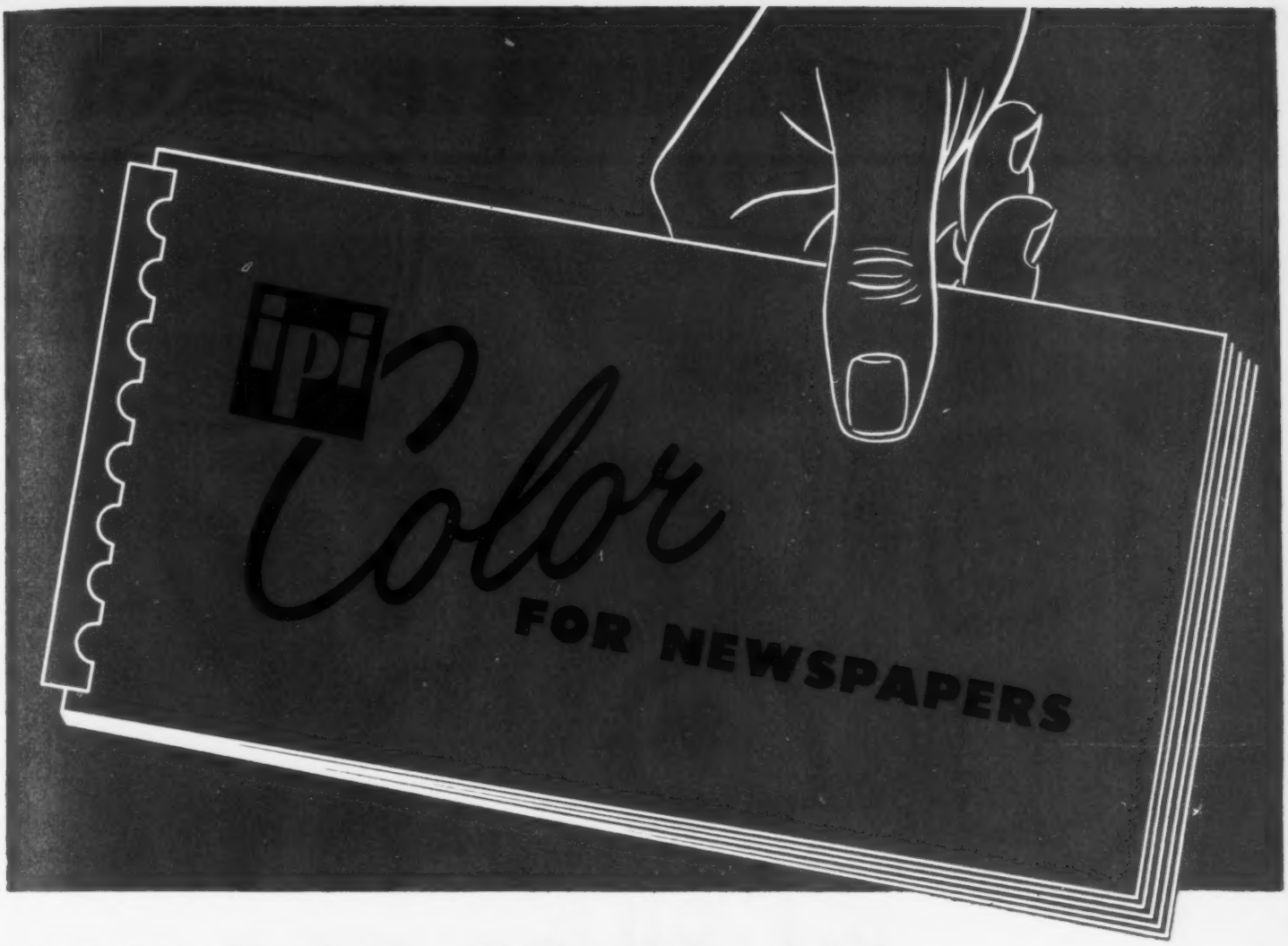
(Continued on page 276)



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R. Hoe & Company press, 4 units and one folder at present. Printing capacity, 45,000 copies per hour. Two additional press units with Cutler-Hammer Control Units are now being added.

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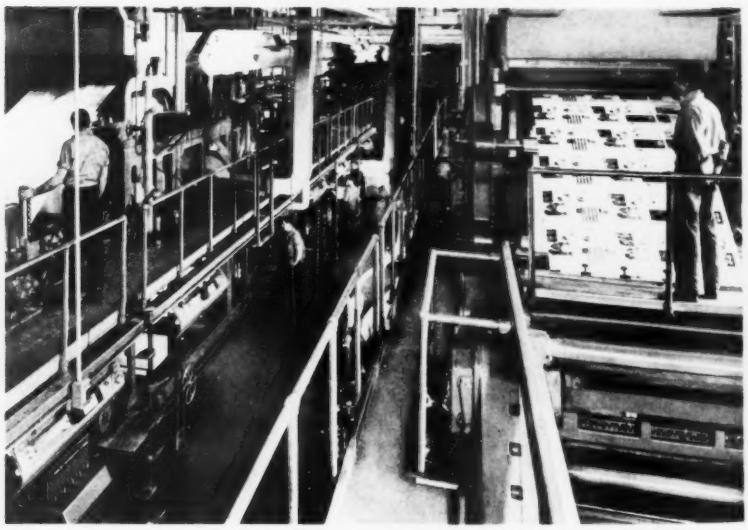
The C. T. Dearing Printing Co., Louisville, Ky., produces more than 30,000,000 copies of a dozen or more leading magazines a month on two Cottrell 5-color presses and two Goss magazine presses. These four presses represent $2 million worth of precision equipment. They are completely equipped with Cutler-Hammer Drives and Control.



CUTLER-HAMMER
MOTOR CONTROL
C-H

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Keep it simple–Keep it sturdy

KEEP IT CUTLER-HAMMER

It makes sense . . . and it makes money . . . to look for the simplest and most dependable unit newspaper drive and control.

This hard common sense is leading more and more experienced newspaper men to the Cutler-Hammer Unit Control system for unit drive motors on their new unit presses. This is a *paired* system . . . simple, sturdy, trouble-free unit a.c. wound rotor motors *paired* with Cutler-Hammer Unit Drive Control made up of simple, sturdy industrial type control components known to every plant electrician . . . and together giving you the fundamental needs. Easy inching and threading, smooth acceleration to maximum press running speed, high efficiency at running speed, perfect synchronization of motors, long life, freedom from trouble, flexibility . . . all these are yours together with specific Cutler-Hammer superiorities. There's the new C-H cam drum accelerating device with 83 speed points. There's the fact that inching and threading *don't* draw current through the unit drive motors. There's freedom from troubles such as changing load adjusting resistor switches, unbalanced loads, circulating currents and excessive peaks. *And your own electrician can service this drive and can service this control.*

The C-H Representative has a dramatic and compelling story to tell. See him before you buy. CUTLER-HAMMER, Inc., 1223 St. Paul Avenue, Milwaukee 1, Wisconsin.

CUTLER-HAMMER ELECTRONIC CONTROL ON SINGLE MOTOR DRIVE FOR NEWSPAPER PRESS AT BILOXI-GULFPORT (Miss.) HERALD

Another one of the many highly successful Cutler-Hammer installations in publishing plants of this size.

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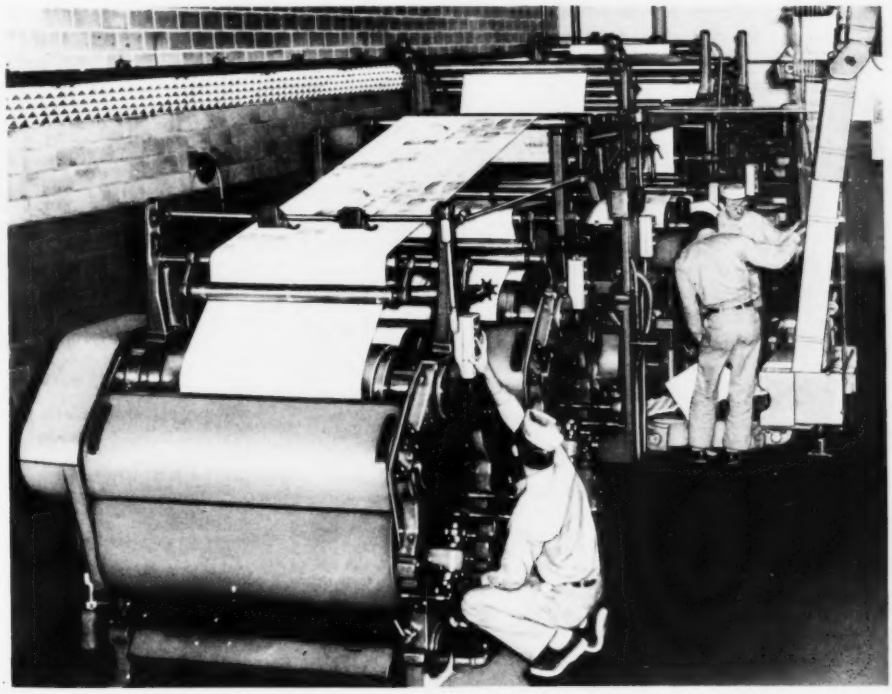
Used in practically every conveyor-equipped plant in North America. Standard Duty handles up to 56 pages at any speed up to 60,000 I.P.H. Heavy Duty handles up to 96 pages at any speed up to 60,000 I.P.H.



CUTLER-HAMMER CYLINDER BRAKES

Stop presses safely in approximately 3 seconds, completely relieving gearing of excessive forces and harmful shocks. Each brake individually adjustable, yet automatically coordinated with other brakes.

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MOTOR CONTROL
C-H

BALANCED METAL

MINUS

1 lb. DROSS

EQUALS

UNBALANCED METAL

THIS, PLUS...

1 lb. FEDERATED MOR-TIN

EQUALS

BALANCED METAL

THE FEDERATED MOR-TIN® PLAN

is a simple and proved way to keep all type metal supplies balanced. It requires no large cash outlay because the money Federated gives you for your dross pays a good part of the cost. It works with all metals: Stereotype, Linotype or Intertype, Monotype or Ludlow.

Here's how the MOR-TIN plan works . . .

You send Federated your dross and we will supply you MOR-TIN Metals on a pound-for-pound exchange basis. These metals, when added in direct proportion to the weight of the dross removed, will maintain the analysis and working standard of your supply.

You pay Federated only the difference between your dross allowance and the cost of the MOR-TIN . . . and that isn't much to assure smooth casting operations!

Federated will make periodic laboratory analyses and will supply you dross drums free.

If you would like more details, just ask your Federated salesman next time he calls or write Federated's Type Metal Dept.

Would you care to have information on Federated SAVALOY, a new stick-type flux . . . or on SAVEMET, the dry powder flux? If so, just ask and we'll send a pamphlet.

Federated Metals Division

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HUNT COMPANY, PHILIP A.—Cont'd
(Continued from page 272)
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(Continued on page 278)

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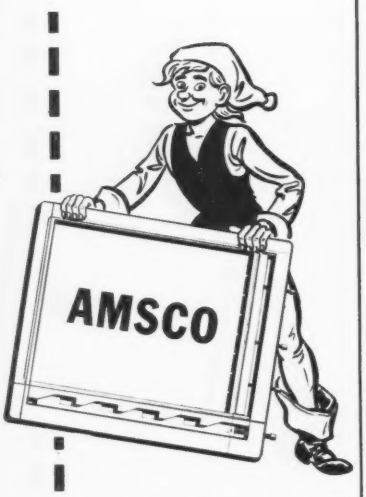

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(Continued on page 280)

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The terrific speeds of modern newspaper presses makes tremendous demands on rollers. For this reason the Rapid Roller Company has spent many thousands of dollars on research to develop rollers which will withstand high speed . . . and will give the most faithful reproduction on the fastest presses. Mercury Newspaper Rollers are the result. There is nothing finer on the market.

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(Continued from page 278)

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Atlanta, Ga., 587 Whithall St., S.W. H. W. Hammell

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Materials handling equipment, elevating lift trucks, mechanical, hydraulic; fork trucks industrial, power electric, gas-electric; electric tiering trucks; portable elevators; floor trucks, hand; skid platforms; lifting dumper with transfer table.

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Linotype and Intertype machine parts and accessories, automatic quadding attachment for Lino and Intertype machines; Cushman offset motor for Linotype, Intertype and Linograph; self-actuating metal feeder for Lino, Intertype, Monotype, Ludlow, and Elrod machines; Automatic temperature controls for electric pots; rebuilding of Linotypes and Intertypes, and repairs on major parts of Linotype and Intertype machines; composing room equipment.

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(Continued on page 282)

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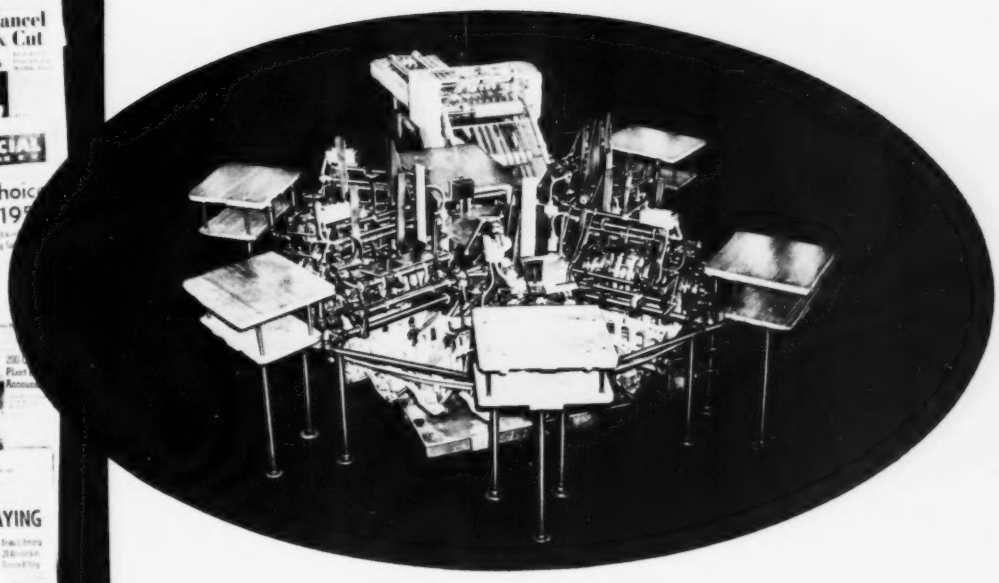

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MERRITT LACEY CORP.—Cont'd

(Continued from page 280)

art functions of the Visualizer with photographic functions. Lacey-Luci Jr. Process Camera—for making line and type and halftone negatives for the small press field. Lacey-Luci Sr. Process Camera—for making line and type and halftone negatives for the large press field. All Lacey-Luci cameras may be used to make silk screen negatives and positives. Lacey-Luci Platemaker & PhotoKopier—for burning in pre-sensitized or other types of printing plates as well as for making contact and reflex negatives and photocopies. May also be used as a light table and to expose blueprints. Special Graphic Arts Equipment made to order.

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Sheet-fed cylinder letter press, sheet-fed offset presses, sheet-fed gravure presses, sheet-fed rotary letterpress, cutting and creasing presses, Miehlestripper, Star-Kimble motors.

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Motor controls, printing press controllers, push-buttons, limit switches. Switchgear and Control Centers.

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Single melting, hot metal feeder for line-casting, Ludlow and Elrod machines; full page rotary plate shaver; molding presses for production of electrotypes, plastic and rubber plates; auxiliary electrotype equipment, such as sensitizing sinks, spray booths, tempering tables, etc.; Hydro Caster and Presto Caster systems for pressure casting of flat electrotype casts; Vinylite and Monolite sheet molding material, and other supplies for the electrotyping industry; Monomelt Power Shear for use in Photoengraving, stereotyping, electrotyping and plastic plate plants, and for shearing of stereotype mats. MonoMatrix board for matrices for both plastic and rubber plates; magnesium and duraluminum newspaper mounting base and furniture; general composing room and stereotype supplies and equipment.

(Continued on page 284)

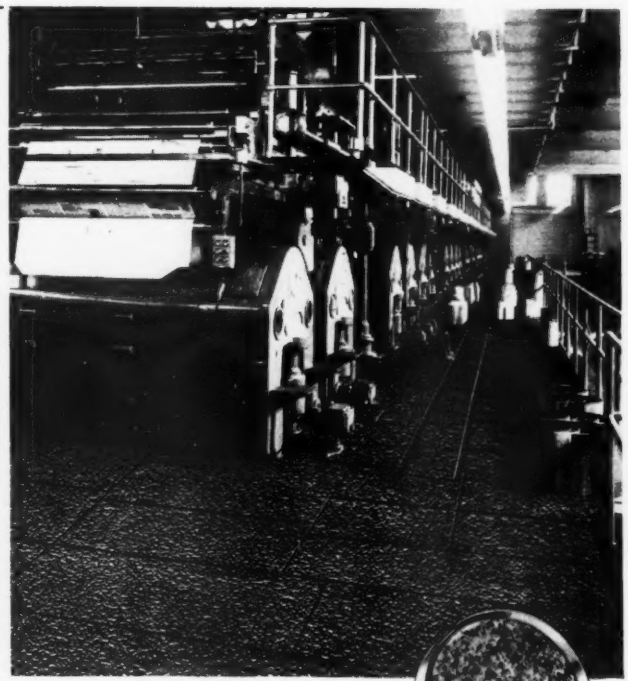
Good News
for Pressmen at the
AKRON BEACON JOURNAL

Safety . . . is the good news in the Akron Beacon Journal pressroom. The Ohio daily joins the list . . . steadily growing . . . of newspapers using ALGRIP Abrasive Rolled Steel Floor Plate to protect their workers against the slipping hazards that ink mist and oil produce on pressroom floors.

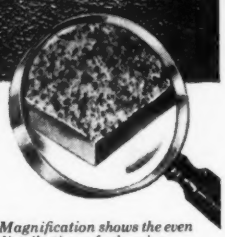
More than 31 leading newspapers . . . total daily circulation almost 5 million . . . have found the safety value of the *only* abrasive rolled steel floor plate. ALGRIP's abrasive . . . deeply and uniformly embedded . . . gives permanent protection against slipping hazards in pressroom . . . stereo and composing rooms . . . mailroom . . . on levels or ramps—wherever sure footing is a "must."

And ALGRIP's safety keeps dollars from slipping away . . . lowers insurance costs . . . helps pay for itself. Send for our new ALGRIP Foot Safety booklet, AL-7.

A.W. ALGRIP *Approved for safety by Underwriters' Laboratories.*



This Beacon Journal press is equipped with Algrip walkways on the upper level, giving protective footing between press units as well as on the main floor.



Magnification shows the even distribution of abrasive . . . that magnifies foot safety.

NATIONWIDE APPROVAL—ALGRIP-Safetyized newspaper installations include: The Bulletin, Philadelphia, Pa.; Detroit Free Press; Cleveland Plain Dealer; St. Petersburg Times; Seattle Times; Flint Journal; Miami Herald . . .Complete list supplied on request.

ALAN WOOD STEEL COMPANY
Conshohocken, Pa.

Other Products: A.W. SUPER-DIAMOND Rolled Steel Floor Plate • Plates • Sheets • Strip • (Alloy and Special Grades)

Somebody can always do your gravure production cheaper...but nobody can do it better...

All gravure positives look alike, if you're not an expert. All freshly etched copper cylinders and flat plates are beautiful gleaming metal . . . But what happens on the presses is a horse of other colors!

It isn't hard to get a poor job, or even a fair one. The best job takes skill, care, and time. And for gravure, you can't take chances with anything less than the best!... In our shops, though, there's only one work standard—the best! Our men try to get it right, rather than get it cheap.

The one-quality policy pays off... or Intaglio Service wouldn't continue to process more gravure production than any other gravure organization in the country.

Each year we've turned out a steadily increasing number of gravure jobs in color, monotone, and for packages and labels.

If you can take poor reproduction, anybody can do your production. If you can't—then rely on Intaglio. And remember that with nineteen years' experience, our large group of skilled craftsmen, and day and night service in all three plants—Intaglio has the competence to give you the best *at the lowest cost!*

Our six offices are at your service.

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America's First Gravure and Letterpress Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—1835 Lewis Tower Bldg., Philadelphia—Intaglio-Cadillac, Inc., 4240-14th Ave., Detroit—369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles

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(Continued from page 282)

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Towanda, Pa. Leah T. Montgomery, Pres. Frank Montgomery, GM.

Replacement parts for Linotype and Intertype machines, magazines for Linotype machines, rebuilders of typesetting machines. New composing room saws, proof-presses, etc.

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National Roller Co. 307 Pearl St., New York 38, N. Y.
Jomac, Inc. 6128 North Woodstock St., Philadelphia 38, Pa.
Godfrey Roller Company. 211 North Camac St., Phila. 7, Pa.
Harrigan Roller Company. 311 Guilford Ave., Baltimore 2, Md.
Sam'l Bingham's Son Mfg. Co., 636 Sherman St., Chicago 5, Ill.

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Newspaper black news ink and color, gravure and gravure colors.

MORRISON CO., THE
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Saw trimmers, slug strippers, routers, and plate beveler.

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Phila. 30, Pa., Wilford Bldg., 33rd and Arch Sts. R. Brust, M.
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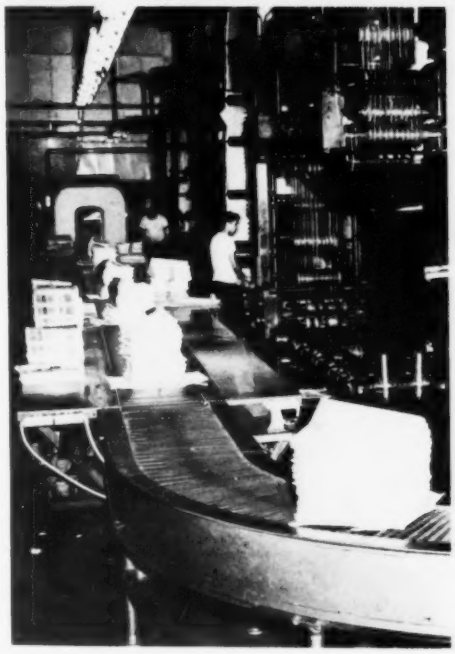

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(Continued from page 285)

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(Continued on page 288)

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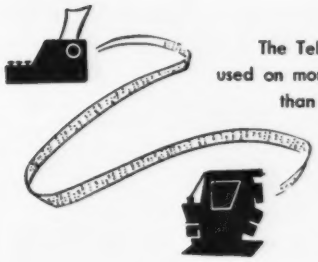

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(Continued from page 287)

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Fresno, Calif., P. O. Box 1309.
Houston 20, Tex., 6001 Clinton Dr.
Indianapolis 5, Ind., 709 E. 38th St.
Memphis, Tenn., 902 Dermon Bldg.
Milwaukee 3, Wis., 1324 W. Wisconsin Ave.
Newark 4, N. J., 54 Broadway.
New York 6, N. Y., 90 West St.
Phoenix, Ariz., 1002 W. Weldon Ave.
Philadelphia 2, Pa., 1200 Morris Bldg.
Pittsburgh 22, Pa., Bessemer Bldg.
Sacramento, Calif., 719 K St.
San Francisco 7, Calif., 564 Fourth St.
San Jose, Calif., Porter Bldg., Room 463-A, 57 East Santa Clara St.
Seattle 4, Wash., 3427 Fourth Ave., S.
St. Paul 4, Minn., 2395 University Ave.

Variable speed drives; U. S. Varidrive motors; gear transmission drive; U. S. Syncrogear motors; electric motors; U. S. horizontal motors.

UNITED STATES RUBBER CO.
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Adhesive backing; adhesives; belting; mechanical, power transmission, conveyor; blankets, newspaper, offset printers; plate material, engraving rubber for engraved plates; unvulcanized gum for molded plates; inking rollers; wire and cables; vacuum frame blankets; rotogravure impression rolls; hose, for all purposes; vibration elimination mountings; packing, sheet and rod; rubber lining for tanks and pipe; molded and extruded rubber parts; abrasive wheels; friction tape; splicing compound; rubber expansion joints; rubber and metal parts; paper machine rolls.

U. S. STONEWARE CO., THE
P. O. Box 350, Akron, O., J. M. W. Chamberlain, Pres. & GM. Howard Farkas, Vp., SM. & AM.
New York 17, N. Y., 60 E. 42nd St. Howard Farkas, Vp.
Chicago, Ill., 20 N. Wacker Dr. L. E. Wybel, Asst. SM.

Etching machines, acid-proof piping, acid-proof jars and tanks. "Plastile" floor tile, corrosion-resistant paints, acid-proof floors.

UNIVERSAL STEEL EQUIPMENT CORP.
32-33 47th Ave., Long Island City 1, N. Y.
S. N. Brimberg, Pres. L. Abeles, SM.

Steel "UNIFLEX" shelving, swing-wing display fixtures, utility tables (steel with masonite top), steel parts bins, steel revolving bins for small parts.

UNIVERSITY MICROFILMS
313 N. First St., Ann Arbor, Mich. Eugene B. Power, Owner.

Microfilm reproduction of newspapers.

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3601 W. Touhy Ave., Chicago 45, Ill. E. O. Vandercook, Pres. & Treas. D. D. Vandercook, V.P.-Secy. F. R. Vandercook, V.P. F. A. Rymer, Asst. Secy.-Treas.
New York 17, N. Y., 323 East 44th St. Roy H. Sandvik, Eastern M.
3156 Wilshire Blvd., Los Angeles 5, Calif. Burton E. Lindberg, Western M.

Proof presses, block leveler, Vandercook plate mounting and plate backing system, plate gauges, type gauges, slug gauges, makeup gauges.

VOGT ROLLER CO., INC.
222 S. 12th St., Louisville 3, Ky. Ben F. Vogt, Pres. & GM.
Chicago 12, Ill., 522 N. Western Ave. John O. Finzer, M.

Printers rollers of all kinds—composition industrial, rubber, synthetic rubber, lithograph, corrugated box press.

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Sales Office: 54 Worth St., New York 13, N. Y. Factory: 1st Ave. and 58th St., Brooklyn 20, N. Y. John M. Reeves, Pres.; E. C. Hemes, VP-GM; Dale McKnight., SM.

Impression cylinder blankets.

WALLIN PRINTERS SUPPLY CO.
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(Formerly Quimby Pump Co.)
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Branch Offices—(Mfr's Representatives)
(Vincent-Gilson Engrg. Co.) New York 7, N. Y., 30 Church St. Harry W. Gilson, BM.
(Nibling Pump & Sales Co.) Philadelphia 7, Pa., 448 N. 12th St. John B. Nibling, Jr., BM.
(The Tennant Co.) Houston 2, Tex., 675 Gulf Bldg., cor. Main & Rusk Ave. A. D. Payne, BM.
(Betz Engineering Sales Co.) New Orleans 13, La., 1225 Magazine St. Allen Betz, BM.
(S. S. Wilson) Chicago 26, Ill., 1737 Howard St.
Krogh Pump & Equipment Co.) San Francisco 5, Calif., 515 Harrison St.
(Gil Moore & Co.) Los Angeles 15, Calif., 415 Petroleum Bldg., 714 W. Olympic Blvd.
(R. L. Dyer) Seattle 4, Wash., 812 Insurance Bldg.

Pumping machinery for power plants, general water service, chemical process, etc.

WESEL MANUFACTURING COMPANY
1141 N. Washington Ave., Scranton 9, Pa. E. A. Oliver, Pres. John R. Thomas, V. Pres. & Sls. Engr.

Proof presses, plate mounting base for flat bed presses; plate mounting cylinders for rotary presses; hooks for fastening plates, base and cylinders; composing room galley proof presses; process cameras, wood and metal; routers, flat, curved, and combination; bevelers, manual and hydraulic; combination saw and trimmer; trimming machines; universal saw; jig saw and drill; nailing machines; shaving machines, wood, metal, and plastic; vacuum printing frames; vacuum printing machines, horizontal; plate whirlers or coating machines; photo composing machines; casting boxes; gas etching stoves; shoot boards and planes; oval and circle cutting machines.

WESTCOTT & THOMSON, INC.
Printing Crafts Bldg., 1027-29 Arch St., Philadelphia 5, Pa. Joseph Schwarts, Pres.
New York, N. Y., 60 E. 42nd St.

Electrotype straight line backing-up machine, waxline ruling machine, hydraulic plate separator, vacuum casting box, squaring device for wood and metal block work, rotary shavers, hold down for levelling plates.

WESTERN BRUSH CO., INC.
219 S. Western Ave., Chicago 12, Ill. M. S. Gutman, Pres.

Static eliminator brushes.

WETTER NUMBERING MACHINE CO.
Atlantic Ave. and Logan St., Brooklyn 8, N. Y. W. J. Porter, Pres. M. Kalcta, V. P. L. C. Wills, Secy. J. B. Longshore, Jr., Treas.

Typographic numbering machines for use on flat bed and rotary presses.

WILLIAMSON ADHESIVES, INC.
8220 Kimball Ave., Skokie, Ill. D. G. Williamson, Pres.

Manufacturers of a wide variety of liquid industrial adhesives for industrial uses.

WIRETYER CORPORATION
230 Warburton Ave., Hawthorne, N. J. John T. Hayford, Pres. W. H. Hayford, V.P. L. F. Fallon, SM.

Wiretyer automatic packaging equipment; Wire-o-Veyor mailroom conveyor equipment.

WOOD FLONG CORPORATION
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New York City Office:
New York 17, N. Y., 551 Fifth Ave.

Dry mats (flongs) for stereotyping.

WOOD NEWSPAPER MACHINERY CORP.
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Automatic autoplate, junior autoplate, NEW heavy-duty pony autoplate, heavy-duty pony autoplate, standard pony autoplate, heavy-duty autoshaver, standard autoshaver, color plate preregistering machine, tension plate autoshaver, tension plate automiller, tension plate automiller with color plate pre-registering, pneumatic operated stereotype pumps, stereotype furnaces, high-speed printing "Metropolitan" presses, "Cosmopolitan" press with Intrasertor" (A std. semi-cyl. press for smaller city newspapers), four-color R.O.P. printing units, full speed "Automatic Autopasters," full speed "Electro-tab Autopasters", pneumatic stationary and running belt tensions, autoreels, standard reels.

WRENN PAPER CO., THE
Middletown, O. J. J. Hallowell, Pres. & GM.
New York 38, N. Y., 220 Broadway. M. J. Feketie, M.
Chicago 6, Ill., 400 W. Madison St. J. T. Daly, M.

Blotting Paper, Saturating Papers and Absorbent Specialties.

YALE & TOWNE MANUFACTURING COMPANY
Exec. Off.: 405 Lexington Ave., New York 17. Gilbert W. Chapman, Pres. Fred Dunning, Exec. V.P. & Secy. Elmer F. Twyman, V.P. Philip B. Niles, V.P. Elmer F. Franz, Treas.

YALE & TOWNE MANUFACTURING COMPANY LOCKS AND HARDWARE MANUFACTURING DIVISIONS

Yale Lock and Hardware Division
Central Office—Stamford, Conn. Leo J. Pantas, Gen. Mgr. James D. Young, Gen. Sls. Mgr.

YALE locks of all kinds, builders' hardware; door closers; industrial locks and hardware; Tri-rotor pumps; industrial parts and ordnance products.

Plants at Stamford, Conn.; Salem, Va.; Gallatin, Tenn. and Lenoir City, Tenn.

Norton Door Closer Company Division
100 Tudor Road, Berrien Springs, Michigan. Samuel F. Rolph, Gen. Mgr. Vincent E. Sheridan, Sls. Mgr.

NORTON door closers.

YALE & TOWNE MANUFACTURING COMPANY MATERIALS HANDLING MANUFACTURING DIVISIONS

Yale Materials Handling Division:
11,500 Roosevelt Blvd., Philadelphia 15, Pa. Elmer F. Twyman, V.P. John T. McCarley, Asst. Gen. Mgr. J. H. W. Conklin, Gen. Sls. Mgr.

YALE gas, electric, diesel and propane powered industrial trucks; hand trucks, hoists; Pul-lifts.

Automatic Transportation Company Division:
101 West 87th St., Chicago 20, Ill. John A. Baldinger, Gen. Mgr. Ressler A. Dusseau, Asst. Gen. Mgr. Foster W. Lamb, Gen. Sls. Mgr.

AUTOMATIC electric and gas powered industrial trucks.

YALE & TOWNE MANUFACTURING COMPANY OTHER DOMESTIC DIVISIONS

Powdered Metal Products Division
Franklin Park, Ill. George L. Bachner, Gen. Mgr.

Powdered metal products and components.

Research & Product Development Division
Valley Forge, Pa. Charles S. Schroeder, Dir. of Res.

YALE & TOWNE MANUFACTURING COMPANY INTERNATIONAL DIVISIONS

British Divisions

British Lock and Hardware Division
Willenhall, Staffordshire, Eng. H. Gilbert Ramsell, Gen. Mgr. S. E. Palmer, Sls. Mgr.

YALE locks; builders finishing hardware; door closers.

Canadian Division
Yale Crescent, St. Catharines, Ontario, Canada. Richard H. Diesel, Gen. Mgr. L. G. Groves, Sls. Mgr.

YALE locks; builders' finishing hardware; door closers; materials handling equipment.

German Division
Velbert, Rheinland, Germany. Henry D. Rolph, Gen. Mgr. Ernst Gernant, Asst. Gen. Mgr. Erich Wilkesmann, Dom. Sls. Mgr. Carl Rucker, Export Sls. Mgr.

YALE and BKS locks; door closers; builders' hardware; materials handling equipment.

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Cameras, vacuum frames, whirlers, graining machines, layout and stripping tables, artist tables, temperature controlled sinks, wash sinks, correction stands, deep etch sink (down draft exhaust type), plate developing sink, offset presses rebuilt.

ZIMMER PRINTERS SUPPLY CO.
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Peter Zimmer, Pres. Edwin F. Zimmer, SM.

Brass rule, perforating rule (steel), cutting sticks, paper cutters, paper drilling machines, presses, type cabinets, galley cabinets, imposing tables, saws, perforating machines, proof presses.

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I Am the Printing Press

By Robert H. Davis

I am the printing press, born of the Mother Earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and of war alike.

I make the human heart beat with passion of tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thought uplifting. I am light, knowledge, and power. I epitomize the conquest of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches: at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES

AGRICULTURAL

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago (9)	Drovers Journal (livestock) (d ex. Sat. & Sun.) 31,656	(5¢) (UP) 30¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Allan W. McGhee (e)	W. E. Hutchinson, (exec. VP) Foster C. Palmer (am)
East St. Louis	Livestock Reporter (livestock) (d ex. Sat. & Sun.) 7,636	($7.50 per yr.) (UP) 9¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Ernest J. Neill (e)	W. E. Hutchinson, (exec. VP) E. C. Rigden (VP-bm)
		MISSOURI		
Kansas City (2)	Drovers Telegram (livestock) (d ex. Sat. & Sun.) 20,879	($7.50 per yr.) (UP) 18¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Lloyd Linford (e)	W. E. Hutchinson (exec. VP) Walter W. Slack (VP) Garl Wilson (am)
		NEBRASKA		
Omaha (7)	Journal-Stockman (livestock) (d ex. Sat. & Sun.) 19,530	(5¢) (UP) 18¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pub. Byron P. Demorest (e)	W. E. Hutchinson (exec. VP) Phil W. Moore (bm) Robert Rudbeck (am)
		NEW YORK		
New York (13)	Fruit and Vegetable Reporter (fruit & vegetables) (d ex Sat.) 1,230	($4.00 mo) $2.00	N. Y. Daily Fruit & Vegetable Reporter Julius Leitzer (pub., e)	Lucille Field (bm) Hattie Leitzer (am)
New York (7)	Producer's Price Current (wholesale reports of country produce.) (d ex Sat.) 3,046	($40.00 per yr.) $10.00	Urner-Barry Co. Harold E. Taber (e)	John C. Taber (VP)

APPAREL, CLOTHING, TEXTILES

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York (3)	Daily News Record (textiles, domestics, men's and boys' clothing) (d ex Sat.) 22,053	(10¢) DJ 80¢ li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Harry Riemer (e)	Emery P. Laskey (am)
New York (1)	Daily Mill Stock Reporter (paper & textiles) (d ex Mon. & Sun)	....	National Business Press, Inc. Charles H. Lipsett, Pub. R. S. Carraway (e)	
New York (3)	Women's Wear Daily (apparel, fabrics, accessories) (d ex. Sat.) 46,618	(10¢) (DJ) 90¢ li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Earl Elhart (me)	Irving Koch (am)

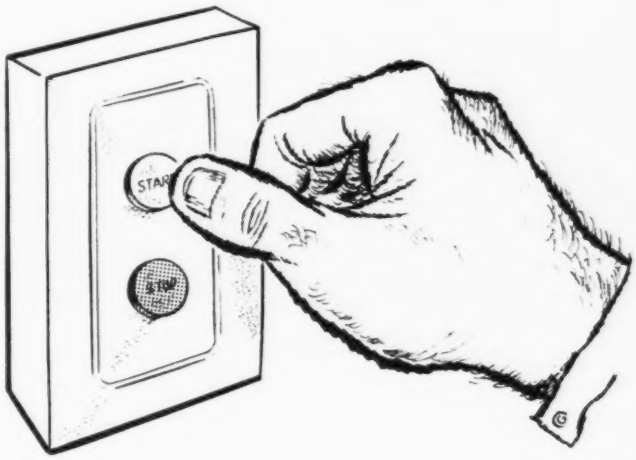
BUILDING CONSTRUCTION AND ENGINEERING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
San Francisco (3)	Daily Pacific Builder (bldg. & eng.) (d ex Sat.) 4,069	(25¢) ..... $3.00"	F. W. Dodge Corp.	G. E. McGavran (pub., e)
		COLORADO		
Denver (4)	Daily Journal (building construction, engineering) (d ex Mon.) 1,373	Bus. Edit. (10¢) Construct. Edit. (20¢) 15¢ li.	F. W. Dodge Corp. Carl S. Bennett, V. P. Allan Clevenger (pub., e)	Allan Clevenger (me) Fletcher Trunk (am)
		ILLINOIS		
Chicago	Construction News (bldg. & eng.) (d ex Sat.) 4,300	(20¢) $4.50	F. W. Dodge Corp. G. R. Stratton (e)	G. R. Stratton (mgr.) W. Lane Witt (adv-sales mgr.)
		LOUISIANA		
New Orleans	Journal of Commerce (bldg. & com.) (d ex Sat.)	....	Guide Pub. Co. E. Washofsky (e)	.....
		MARYLAND		
Baltimore (3)	Daily Construction Bulletin (construction) (d ex Sat. & Sun.) 800	(20¢)	Manufacturers Record Pub. Co.	William M. Beury (Pres. & Ed.) William E. McCord (am)
		CANADA		
		ONTARIO		
Toronto	Daily Commercial News and Building Record (com'l & bldg.) (d ex Sat.) 6,012	..... 20¢ li.	Daily Commercial News, Ltd. E. J. L. Stinson, Pub. Clive Chattoe (e)	E. J. L. Stinson (bm-am)

COLLEGE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Berkeley (4)	Daily Californian (d ex Sat.) 11,983	(5¢) (AP) 10¢ li. (79)	Associated Students University of Calif. Walter Frederick, Pub. Jan Stevens (e)	Walter Frederick (Dir. of Pub.) Peggy LaViolette (am)
Los Angeles (7)	SC Daily Trojan (d ex Sat.) 6,000	(free) (UP) $1.00"	Associated Students of the University of Southern California Charlie Barnett (e)	Bob Eisner (business manager)

(Continued on page 290)



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...and when you do, you must be sure they keep rolling.

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COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA (Continued)			
Los Angeles (24)—Cont'd	UCLA Daily Bruin (d ex Sat.) 9,000	(free) (AP)	$1.00"	Associated Students of Univ. Calif at Los Angeles Albert Greenstein (e)	John Price (bus)
San Jose (14)	Spartan Daily (d ex Sat.) 5,000	..... (UP)	98¢"	Associated Students of S. J. State Col. Nelson Wadsworth	Jack Ferguson (bus. mgr.)
Stanford	The Stanford Daily (d ex Sat. & Sun.) 10,000	..... (UP)	85¢" (79)	Associated Students of Stanford Univ. Patricia King	Al Mazour (bm) Jim Lyons (am)
		CONNECTICUT			
New Haven	Yale Daily News (d ex Sun.) 2,700	(10¢)	9¢ li. (79)	Eastern Press Edward P. Whittemore (me) Roger D. Stone (Pub-Chairman)	George G. Montgomery, Jr. (Adv. mgr.) H. Kenneth Norian (Bus. Mgr.)
		ILLINOIS			
Champaign-Urbana	The Daily Illini (d ex Sun. & Mon.) 3,400	(5¢) (AP)	7¢ li. (79)	Illini Publishing Co. Frank B. Senger, Jr., Pub. Warren D. Wolfson	Frank B. Senger, Jr. (gm) John B. Hoyt (am)
Evanston	Daily Northwestern (Tues. Thurs. Fri.) 4,500	(free) (none)	8¢ li. (79)	Students Publishing Co. Royal Stewart (e) Jon Dressel (me)	Fred Hubbell, (bm) Dan Baumle (gm) Dave Smith (am)
		INDIANA			
Bloomington	Indiana Daily Student (d ex Mon.) 4,200	(5¢) (AP) (INS)	6¢ li. (79)	Indiana University John E. Stempel, Pub.	Poynter McEvoy(gm) M. M. Randall (ms)
Indianapolis	The Butler Collegian (d ex Mon. & Sat.) 1,500	($2.00 per yr)	65¢	Dept. of Journalism, Butler U. Dr. DeForest O'Dell, Pub.	Prof. Rosamond R. Jones (gm)
West Lafayette	Purdue Exponent (d ex Mon.) 3,500	(5¢)	$1.25 (79)	University Students Louise Gephart (me) Loren Graham (e)	Edwin Berkowitz (bm) Brook Bray (am)
		IOWA			
Ames	Iowa State Daily (d ex Mon.) 8,000	($1.75 per quarter) (UP)	5¢ li. (79)	Iowa State College Publication Board Jim Mullens (me) Gordan Smith (e)	Norman Still (bm) Zeta Baird (am)
		KANSAS			
Lawrence	The University Daily Kansan (d ex Sat.) 7,000	..... (UP)	6½¢ li. (79) N.A.S.	C. G. Bratton (bus. adv.) Calder Pickett (news adv.) Ken Coy (exec. ed)	David Riley (bm) Audrey Holmes (am)
Manhattan	Kansas State Collegian (d ex Sat.) 6,810	(5¢) (UP)	.0571 li. (80)	Student Publications, Inc. Lee Ruggels (e)	C. J. Medlin (grad. mgr.-am)
		LOUISIANA			
Baton Rouge (3)	The Daily Reveille (d ex Mon. & Sat.) 5,900	(5¢)	7¢ li. (79)	School of Journalism La. State University	R. Wiggin(faculty bm)
		MASSACHUSETTS			
Cambridge (38)	Harvard Crimson (d ex Sun.) 12,500	(5¢) (AP)	12¢ li. (79)	Crimson Printing Co. Arthur T. Langguth (Pres.) David L. Halberstam (me)	Francis S. Urbany (bm) John R. Murphy (am)
		MICHIGAN			
Ann Arbor	The Michigan Daily (d ex Mon.) 6,500	(5¢) (AP)	4.9¢ to 7.8¢ (79)	Board in Control of Student Publication (U. of M.) Eugene Hartwig (e)	Lois Pollak (bm) Phil Brunskill (am)
Detroit (2)	Wayne Collegian (d ex Sat.) 7,500	.....	$1.50"	Wayne U. Press Ken Froslid (e)	Duane MacDonald (bm) Shan Sayles (am)
East Lansing	Michigan State News (d ex Sat.) 13,250	(5¢) (AP)	$1.15" (79)	Students of Mich. State College Jack Kole (e) Bob Herman (me)	Grace Schilbe (am) Reid Christensen (am) Bob Burns (cm)
		MINNESOTA			
Minneapolis (14)	The Minnesota Daily (d ex Sat.) 21,620	(5¢) (AP) N.A.S.	11¢ li. (79)	The University of Minnesota Board in Control of Student Publications Jerry Uhrhammer (me) Betty Karin Berg (e)	Bob Smith (am) Jack Wagner (bm)
		NEBRASKA			
Lincoln (8)	The Nebraskan (Tues. Wed. Fri.) 4,050	(5¢)	$1.50" (79)	Univ. of Nebraska Tom Woodward (e) Kay Nosky (me)	Chet Singer (bm)
		NEW HAMPSHIRE			
Hanover	The Dartmouth (d ex Sun.) 2,000	(5¢) (AP)	$1.10" (79)	Dartmouth Ptg. Co Milton S. Kramer (e)	Donald J. Austermann (bm) David H. Lewin (am)
		NEW JERSEY			
Princeton	The Daily Princetonian (d ex Sat.) 2,300	(5¢)	8¢ li. (79)	Daily Princetonian Publishing Co., Inc. Paul B. Firstenberg(e) Graham Fernald (me)	John D. Hamilton, Jr. (bm) Alan M. Willemsen (am)
		NEW YORK			
Ithaca	Cornell Daily Sun (d ex Sat.) 4,000	(5¢) (AP)	6½¢ li. (79)	The Cornell Daily Sun, Inc. Stuart Loory (e)	Donald Bandman (bm) Frank Klion (am)
New York (53)	Heights News (d ex Sat.) 3,500	....	$1.00" N.A.S.	Students of NYU Morton Smithline (e) Fred Goldzweig (e)	Sanford Sall (bm)
(27)	Columbia Spectator (d ex Sat.) 15,000	.05 (none) N.A.S.	$1.54"	Students of Columbia University Lee Townsend (e) Gerald Pomper (me)	Sheldon Wolf (be) Elliott Manning (am)
Syracuse (10)	Daily Orange (d ex Sat.) 8,500	(5¢)	$1.25 li.	Students of Syracuse University Edward J. Hardy (e) Eileen Chamberlain (me)	Sheldon J. Lessen (bm-am)
		NORTH CAROLINA			
Chapel Hill	The Daily Tar Heel (d ex Mon.) 6,200	(5¢) (AP) N.A.S.	8¢ li. (79)	Publication Board of Univ. of North Carolina Charles Kuralt (e) Fred Powledge (me)	Al Shortt (bm) Dick Sirkin (am)

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		OHIO			
Columbus (10)	The Ohio State Daily Lantern (d ex Sat.) 2,800	(5¢) (AP)	6½¢ li.	Ohio State University School of Journalism Phillip Arman (e) George Weingardt (me)	Bob Mazzco (bm) Jim Ferguson (cm)
		OKLAHOMA			
Norman	Oklahoma Daily (d ex Mon.) 7,780	(5¢) (AP)	95¢" (79)	Publication Board of University of Oklahoma C. H. Brite, Pub.(gm)	
Stillwater	Daily O'Collegian (d ex Sun. & Mon) 8,500	(5¢) (AP) N.A.S.	$1"	O'Collegian Publishing Co. E. L. Woodson, Pub.(e)	Joe M. Bevis (am)
		OREGON			
Corvallis	Oregon State Daily Barometer (d ex Mon. Thurs. Sun.) 5,000	(5¢) (UP)	4½¢(4¢) over 1,400 li. (79)	Associated Students of Oregon State College Dick Spight (e)	Greg Hornecker (bm) Bob Scott (am)
Eugene	Oregon Daily Emerald (d ex Sat.) 4,000	(5¢) (AP)	63¢"	Student Publications Board, University of Oregon Joe Gardner (e)	Jean Sandine (bm)
		PENNSYLVANIA			
Philadelphia (4)	Pennsylvanian (d ex Sat.) 15,000	free	$1.10" (79)	Univ. of Penn. Franklin Society, Pub. Martin I. J. Griffin (e) Jerome S. Resnick (me)	Ronald G. Wolin (bm) David A. Proctor (am)
		RHODE ISLAND			
Providence (12)	Brown Daily Herald (d ex Sat.) 2,900	($9.00 per yr.) (UP, NAT)	$1.20" (79)	Brown Daily Herald Kenneth R. Peterson (e)	Michael B. Disney (bm) Joseph R. Blumberg (me)
		TEXAS			
Austin	Daily Texan (d ex Mon. & Sat.) 10,381	(5¢) (AP)	8½¢ li. (79)	Texas Student Publications, Inc. C. A. Newton Dir.	Mrs. M. G. Frazier (am)
College Station	The Battalion (Tues. Wed. Thurs. Fri.) 9,800	(5¢) (AP)	5¼¢ li. (79)	Student Publications Harri Baker Bob Boriskie	Karl Elmquist (Chairman of Publication Board)
Denton	The Daily Lass-O (d ex Sat. & Sun.) 2,100	(5¢) (UP)	50¢" (79)	Texas State College for Women Beverly Drawe (e)	Joyce Connaway (bm & am)
Waco	The Baylor Lariat (d ex Mon. & Sat.) 5,000	..... (AP)	90¢" (79)	Student Publications: Inc. of Baylor University Dorothy M. Cook (e)	Samuel W. Ferguson, Jr. (bm) Don Canata (am)
		UTAH			
Salt Lake City (5)	The Daily Utah Chronicle (d ex Sat.) 3,500	(5¢)	$1.00"	Assoc. Students of Univ. of Utah Marilyn Mattsson (e)	Gerry Ernstrom (bm)
		WASHINGTON			
Pullman	Daily Evergreen (d ex Mon.) 5,000	($3.00 per yr) (AP)	98¢"	Associated Students of The State College of Washington Warren Pettit (e)	LaRae Toman (bm) Elaine Hunter (me) Bob Collins (am)
Seattle (5)	University of Washington Daily (d ex Mon. & Sat.) 16,000	(5¢) (INS)	10¢ li. (79)	Associated Students of the University of Washington Clyde A. Robinson, Pub. Stanley Reed (e)	Marikate Tarbill (bm) Howard Rosenthal (am)
		WEST VIRGINIA			
Morgantown	Daily Athenaeum (d ex Mon.) 4,800	(5¢) (UP)	$1.00" (79)	Students of West Virginia University	.....
		WISCONSIN			
Madison (5)	The Daily Cardinal (Tues. Wed. Thurs. & Fri.) 3,365	(5¢) (UP) N.A.S.	$1.04"	Campus Pub. Co. Leon Feldman (e) Fred Fischer (assoc. ed)	David Kovenock (bm)
		CANADA			
		ONTARIO			
Toronto (5)	The Varsity (d ex Sat.) 9,000	....	12½¢ li.	Students' Administrative Council University of Toronto	E. A. Macdonald (bm-am)
		QUEBEC			
Montreal (2)	McGill Daily (d ex Sat. & Wed.) 5,500	(2¢)	10¢ li.	Students' Society of McGill University J. Fraser (e)	R. T. Purser (me) Miss M. E. Heasley (am)

COURT AND COMMERCIAL
(Including Financial and Legal)

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative		Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA			
Bakersfield	The Daily Report (legal) (d) 600	(10¢)	75¢"	The Daily Report Wm. Breitinger, Pub. (e)	Wm. Breitinger(am)
Fresno (7)	Daily Real Estate Report (d ex Sat. & Sun.) 530	(20¢)	$1.30"	M. S. Webster Sons N. A. Webster, Mngr. (e)	N. A. Webster (am)
Los Angeles (12)	Journal (legal) (d ex Sat.) 4,100	(10¢) (UP)	12¢ li. (1)	Mutual Newspaper Pub. Co. Telford Work, Pub. Robert E. Work (e)	Telford Work (bm)
Oakland (7)	The Inter-City Express (legal) (d) 850	(10¢)	$10" (per mo.)	The Inter-City Express Publishing Co. Warren K. MacDonald (e)	Clarence Laney, Mgr. Howard S. Laney (am)
Sacramento (14)	The Daily Recorder (legal) (d ex Sat.) 1,500	(5¢)	$1.00"	Capital City Title Co. Allan P. Rouse (e)	Allan P. Rouse (me) B. L. Burt (am)
San Diego (12)	Daily Transcript (general information, business, legal) 3,110	(15¢) (UP)	$2.75"	The Daily Transcript Lydia Landon Grandier Aline Grandier Arbuckle (Owners & Publishers) Edward Morrison (e)	Aline Grandier Arbuckle(bus exec)
San Francisco (4)	Daily-Commercial News (commercial) (d) 2,619	(10¢) (UP)	24¢ li.	Recorder & Sunset Press, Inc. Frank F. Kilsby, Pub. Newton E. Wise, Jr.(e)	
San Francisco	Wall Street Journal	(see Personnel section)			
San Francisco (3)	Recorder (legal) (d ex Sat.) 1,167	(15¢)	18¢ li.	Recorder Ptg. & Pub. Co. Frank F. Kilsby, Pub. Edward F. O'Day (e) J. W. Kelley (me)	Frank F. Kilsby (VP-gm) Claire Franklin (am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COURT AND COMMERICAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA (Continued)		
San Jose (13)	San Jose Post-Record (legal) (d ex Sat.) 420	(10¢) ..... (1)	Edward E. Rose, Pub. (e)	.....
Stockton	Daily Report (legal) (d) 251	(10¢) 5¢ li.	Stockton Daily Record Earl L. Lenfestey (e)	Earl L. Lenfestey (mgr)
		FLORIDA		
Jacksonville (2)	The Financial News and Daily Record (financial and legal) (d ex Sat.) 1,807	(10¢) $1.75"	Financial News Corporation J. H. McManus, Pub. T. G. McManus, Sec'y.	James F. Bailey (VP)
Miami (36)	Miami Review (commercial) (d ex Sat.)	(10¢) $1.50" ..... (1)	Review Printing Co. G. A. Coup, Pub.	.....
		GEORGIA		
Atlanta	Fulton County Report (court news) (d ex Sat.) 960	(10¢) .... (1)	Daily Report Co. Frank Kempton (e)	.....
		ILLINOIS		
Chicago (2)	Law Bulletin (legal and credit) (d ex Sun.)	(10¢) 15¢ li. ..... (1)	Law Bulletin Pub. Co. L. Macfarland, Pub. J. G. Stadelman, Jr.(e)	E. B. Hollen (bm)
		INDIANA		
Indianapolis (4)	The Indianapolis Commercial (Business) (d ex Sun.) 2,715	(10¢) 15¢ li. ..... (1)	The Indianapolis Commercial Pub. Co. Wm. J. Ash, Pub. (e)	Kenneth Vann (Treas.-am)
		IOWA		
Des Moines	Des Moines Daily Record (legal) (d)	(10¢) $1.00" ..... (1)	Daily Record Co. E. G. McIntire, Jr. and J. W. Ver Huel, Pubs.	.....
Sioux City	Reporter (legal, comm., fin.) (d ex Sat.) 300	(15¢) 10¢ li.	The Daily Reporter W. C. Slotsky, Pub.(e)	W. C. Slotsky (am)
		KANSAS		
Wichita (6)	Daily Record (legal) (d ex Sat.) 200	(10¢)	Angulo Ptg. Co. Alfred F. Angulo (e)	Alfred F. Angulo (am)
		LOUISIANA		
New Orleans	Official Daily Court Record (court news) (d ex Mon.)	.... (1)	Montgomery & Co. Alvin G. Montgomery (e)	.....
		MARYLAND		
Baltimore (3)	Daily Record (legal) (d ex Sun.) 2,760	(10¢) 20¢ li. (UP)	The Daily Record Co Frank T. Wallace, Pub. (e)	Frank T. Wallace (ed.-gm) James J. Callanan (am)
		MICHIGAN		
Detroit (26)	Legal News, $18 yrly Court & Commercial News (d ex Sun.) 3,152	..... $2.50" ..... (1)	Detroit Legal News Co K. Stevenson (e) B. L. Thompson (mgr)	.....
		MINNESOTA		
St. Paul (1)	Legal Ledger (legal) (d ex Mon.) 823	(15¢) $1.00"	Legal Ledger, Inc. H. O. Warming (e) (pub.)	H. O. Warming (bm)
		MISSOURI		
Kansas City	Record (commercial, court and real estate) (d ex Sat.) 1,004	(10¢) 9¢ li. (INS)	Mid-West Records, Inc. Clifford B. Smith, Pub. Elbert E. Smith, Jr., Pres.	Lee R. Graves (am)
St. Joseph (2)	Daily Courier (legal) (d ex Sun.) 200	(5¢) 4¢ li.	Warren Adams, Pub. (e)	.....
St. Louis (1)	Daily Record (business) (d ex Sun & Mon) 2,470	(15¢) 30¢ li. ..... (1)	Daily Record Co. Lucius B. Morse, Pub. Gene Cerulo (e)	Carl J. Teichman (bm) Pearl J. Hiemenz (am)
Springfield	Events (court and commercial) (d ex Sun.) 249	(5¢) .... (1)	Edgar E. Bass, Pub. Jo Ellyn Bass (e)	.....
		NEBRASKA		
Lincoln (8)	Reporter (legal) (d ex Sun.) 550	(10¢) .... (1)	Gant Pub. Co. Robert L. Gant Chester W. Paul Edgar A. Cole, editors	.....
		NEW YORK		
Buffalo (3)	Daily Law Journal (legal) (d ex Sat.) 960	(12¢) 10¢ li. ..... (1)	Daily Law Journal, Inc. C. A. Beringer, Pub. Raymond J. O'Mara (e) Charles T. Smyth (mech supt.)	Raymond J. O'Mara (gm) Merritt N. Baker (am)
New York (4)	American Banker (banking) (d ex Sat.) 6,892	....	American Banker, Inc. C. B. Axford (e)	.....
New York (4)	Bond Buyer (financial) (d ex Sat.)	($1.25) 50¢ li.	The Bond Buyer, Inc. C. Barron Otis, Chm. of Bd. George Wanders (e)	William T. Hall, Jr. (am)
New York (7)	Law Journal (legal) (d ex Sat.) 8,300	(25¢) 45¢ li.	The New York Law Publishing Co. J. Foster Bowers, Pub. Archibald R. Watson(e)	J. Foster Bowers (gm) Arthur J. Cavanagh (am)
New York (4)	Trade News Service (commercial) (d ex Sat.) 683	....	Russell Pearsall News, Inc. J. I. Oislander	.....
Rochester (4)	Daily Record (bus. & legal) (d ex Sat.) 1,430	(15¢) 10¢ li.	Daily Record Pub. Co. Russell D. Hay, Pub. Thomas J. O'Connor (e)	Russell D. Hay, Pres. and Treas. John A. Keating (am)
White Plains	Westchester Law Journal (legal) (d ex Sat.) 407	(25¢) $1.00 li. ..... (1)	Frank Mallen, Pub.(e)	E. Harshman (bm)
		OHIO		
Akron	Legal News (legal) (d ex Sat.) 600	(10¢) $1.00"	C. A. Beringer, Pub.(e)	Wm. G. Loftus (bm)

COURT AND COMMERICAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
Cincinnati (2)	Court Index (legal) (d ex Sat.) 1,300	(10¢) .... (1)	Court Index Press, Inc.	Clifford A. Hauck (gm)
Cleveland (13)	Legal News (legal) (d) 1,740	(10¢) $1.50" (INS (1)	Legal News Pub. Co. Ralph C. Karlovec, Pub. Ralph E. Karlovec (e)	Ralph C. Karlovec (Pres.-Treas.) Ralph E. Karlovec (am)
Columbus (15)	Daily Reporter (court & com.) (d ex. Sun) 1,200	(6¢) 15¢ li.	Reporter Publishing Co. Harry L. Doud (e)	Harry L. Doud (secty-treas.) R. O. Graham (am)
Toledo (4)	Legal News (court news) (d ex Sun.) 790	.... (1)	Helen E. McBride, Pub. Charles L. McBride (e)	.....
Youngstown (3)	Daily Legal News (legal) (d ex Sat.) 1,000	(10¢) $1.00" ..... (1)	C. A. Beringer, Pub. Leonard Burch (e)	Leonard Burch (am)
Dayton (2)	Daily Court Reporter (legal) (d ex Sat.) 2,000	(10¢) .... (1)	Daily Court Reporter Charles A. Beringer (Pub.-e)	Dorothy V. Dallas (bm-me)
		OKLAHOMA		
Muskogee	Legal Record (legal) (d ex Sat.) 198	.... (1)	Hoffman-Speed Ptg. Co. D. L. & F. L. Hoffman (co-editors)	.....
Oklahoma City (1)	Daily Law Journal Record (legal) (d ex Sun. & Mon.) 1,000	(5¢) 3¢ first; 2¢ after	Law Journal Publishing Co. Mrs. Freda Ameringer, Pub.	Mrs. Freda Ameringer (bm)
Tulsa (1)	Daily Legal News (legal) (d ex Sat.) 822	(10¢) 10¢ li.	Dexter Pub. Co. Dexter Moss, Pub. Dexter Moss, Jr. (e)	Dexter Moss, Jr. (mgr.)
		PENNSYLVANIA		
Philadelphia	Legal Intelligencer (legal) (d ex Sat.) 1,191	(15¢) 15¢ li. (UP)	The Legal Intelligencer Wayland H. Elsbree (e)	Walter E. Rauffenbart, VP-Treas (am)
Pittsburgh (19)	Pittsburgh Legal Journal (d ex Sat.) 980	(10¢) $3.50" ..... (1)	Pittsburgh Legal Journal, Inc. Ross M. Blair (e)	Ross M. Blair, Pres. (bm) D. E. Shaw (am)
		TENNESSEE		
Memphis (3)	Daily News Financial-Trade (d ex Sat.) 3,250	(10¢) $2.00"	The Daily News Louise B. Jones, Pub. Wm. T. Grogan (e)	Mrs. T. G. Haynie (bm) John Paul Jones (counsel) Erle Cutrer (am)
		TEXAS		
Dallas	Daily Commercial Record (court news) (d ex Sun)	....	Mrs. W. H. Taliafero Owner Mrs. E. N. Cates, Pub. E. N. Cates (e)	.....
Fort Worth (2)	Commercial Recorder (commercial) (d ex Sat.) 480	(15¢) 7¢ li.	Recorder Publishing Co. James F. Pollock, Pub. (e)	David W. Keay (am)
Houston (19)	Daily Court Review (court news) (d ex Sat.) 750	(10¢) 22¢ li.	Daily Court Review Inc. Earl M. Morin (e)	Earl M. Morin, Secty. W. R. Morin, Jr. Pres.(gm)
San Antonio (5)	Commercial Recorder (com-& legal) (d ex Sat. & Sun.) 695	(10¢) $2.00"	Commercial Recorder. Mrs. F. E. Miskimin, and H. L. Miskimin (Pubs.-e)	H. L. Miskimin (gm)
		WASHINGTON		
Tacoma (1)	Index (court & bldg. news) (d ex Sat.) 684	.... (1)	J. D. Ogden, Pub. Victor J. Hedberg (e)	.....
		WISCONSIN		
Milwaukee (2)	Daily Reporter (legal) (d ex Sat.)	(10¢) 20¢ li. ..... (1)	The Daily Reporter Co. Webster Woodmansee, Pub. (e)	N. N. Holesovsky (am)

ENTERTAINMENT

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Hollywood (28)	Daily Variety (d ex Sat.) 7,185	(10¢) $8.00"	Daily Variety, Ltd. Joe Schoenfeld, Pub. (e)	Harold Erichs, Pres. Charles Gerlach, Jr. (am)
	Reporter (d ex Sat.) 7,000	(10¢) $8.00"	Hollywood Reporter W. R. Wilkerson, Pub. Don Carle Gillette (e)	George H. Kennedy (bm)
		NEW YORK		
New York (18)	Film Daily (Mot. Pict. & TV) (d ex Sat.) 5,218	....	Wid's Films and Film Folk, Inc. Jack Alicoat, Pub. Chester B. Bahn (e) Winfield Andrus (me)	Merlin Lewis (am) Charles A. Alicoate (assoc. pub.)
New York (20)	Motion Picture Daily (d ex Sat.) 5,231	(10¢)	Quigley Publishing Co., Inc. Martin J. Quigley, Pub. Sherwin Kane (e)	Theo J. Sullivan (bm) Raymond Levy (adv. dir.)

HOME FURNISHINGS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York (3)	Retailing Daily (Home furnishings) (d ex Sat.) 36,431	(10¢) 85¢ li. (DJ)	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Louis B. Goodenough (e)	L. E. Williams (am)

LABOR

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
San Francisco	Daily People's World (d ex Sat.) 7,943	(5¢ daily 10¢ Fri.) (UP) $.047 li.	Pacific Publishing Foundation, Inc. Al Richmond (e)	Harry K. Kramer (bm) Nat Yonish (am)
		ILLINOIS		
Chicago	Vilnis (Lith) (labor) (d) 34,053	(5¢) 20¢ li.	Workers Pub. Assn., Inc. Leon Yonik (e)	Jacob Pauliukas (bm) Morris Hoffman (am)
		NEW YORK		
New York	Daily Worker (labor) (m ex Sat.) Sunday edition	(5¢) $2.80" (UP) .... (10¢) $4.20"	Publishers New Press Joseph Dermer, Pub. Alan Max (e)	Emanuel Levin (asst. bm)

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PRINCIPAL FOREIGN LANGUAGE DAILIES OF THE UNITED STATES

(COMPILED BY JEANNETTE S. SEIDMAN, PRESIDENT, THE INTER-RACIAL PRESS OF AMERICA)

CALIFORNIA

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Los Angeles	Japanese	New Japanese American News 10,000 (e ex Sat.); 11,200 (S)	3.33(e) 3.51(S)	Saburo Kido (Pub.-e)	Taketomi Takei(gm)
	Japanese	Rafu Shimpo 8,193 (e)	1.50	Akira Komai (Pub) Teiho Hashida (e)	Itaro Nagai (gm) Jiro Tani (am)
	Spanish	La Opinion, ABC 10,833 (m); 14,396 (S)	.11(m) .13(S)	Ignacio E. Lozano, Jr. (Pub.) Alfredo Gonzalez (e)	Ignacio E. Lozano Jr. (gm) J. Icaza (am)
San Francisco	Chinese	Chinese Daily Post 3,800 (m)	2.25*	W. F. Doon (Pub) P. C. Liu (e)	Thomas Wong (gm) Billy G. Wong (am)
	Chinese	Chinese Times, 8,200 (e)	2.75*	The Chinese Times Publishing. (Pub) Kwai Fong Chan (e)	Lee Shee Gang (gm) Thomas Sue (am)
	Chinese	Chinese World, 9,000 (e)	.17	The Chinese World, Ltd. (Pub) Dai Ming Lee (e)	Mrs. Lilly Lee (gm) Edward Shum (am)
	Chinese	Young China, 4,000 (m)	2.00*	The Young China Pub. Co. (Pub)	Wong Wah Poy (gm-am)
		* Chinese inch			
	Italian	L'Italia and La Voce del Popolo, 15,149 (m ex Mon)(S)	.22	L'Italia Press Co. (Pub.) Mario Muschi (e)	Renato Marrazzini (am-gm)
	Japanese	Hokubei Mainichi, 6,023 (m)	1.50"	Hokubei Mainichi, Inc. (Pub.) Iwao Shimizu (e)	K. Ichimaru (gm) George Kawata (am)
	Japanese	The Nichi Bei Times, 7,410 (e ex Mon) (S)	1.50"	Nichi Bei Times Company (Pub.) Y. W. Abiko (e)	S. Asano(gm) T. Kobayashi(am)
	Russian	Russian Life, 1,914 (m ex Mon.)	.107	Russian Life, Inc.(Pub.) Sergei S. Chazoff (e)	Sergei S. Chazoff (gm-am)

COLORADO

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Denver	Japanese	Colorado Times, 3,540 (m ex Sat.)	1.50	F. I. Kaihara (Pub.-e)	F. I. Kaihara (gm-am)

FLORIDA

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Miami	Spanish	Diario Las Americas 12,000 (m ex Mon.) (S)	.21		Ralph B. Ross (am)

FLORIDA

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
	Spanish	Traduccion-Prensa, 3,750 (m ex Mon.) (S)	.12	A. A. Fernandez(Pub.-e)	A. A. Fernandez (gm-am)

ILLINOIS

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Chicago	Czech	Denni Hlasatel, 48,782 (m & S)	.20	The Denni Hlasatel Ptg. & Pub. Co. (Pub.) John Hilgert (e)	Edward Rezabek(gm) Vladimir Spatny(am)
	Czech	Narod, 8,963 (m & S)	.13	Bohemian Benedictine Press (Pub.) Rev. Charles W. Kolek (e)	J. G. Kanka (am)
	Czech	Svornost, 40,000 (e); 45,000 (S)	.20(e) .22(S)	Geringer Press, Inc. (Pub.) Henry K. Weber(e)	John C. Kysela (gm)
	German	Abendpost ABC, 6,671 (e ex Sat.); 7,749 (S)	.20	The Abendpost Company (Pub.) Paul H. Mueller (e)	Joseph F. Henrich (gm-am)
	Jewish	Jewish Daily Forward 13,500 (m); 15,000 (S)	.35	Forward Association (Pub.) Harry Rogoff (e)	Morris L. Polin (gm) Paul F. Rubinstein (am)
	Lithuanian	Draugas, 59,909 (m,	.14	Lithuanian Catholic Press Society (Pub.) Leonard Simutis (e)	Rev. Peter P. Cinikas (gm) Jos. Valaitis (am)
	Lithuanian	Naujienos, 44,689 (m)	.25	Lithuanian News Pub. Co. (Pub.) Dr. Pius Grigaitis (e)	Martin Gudelis (gm-am)
	Lithuanian	Vilnis, 36,000 (m)	.25	The Workers' Pub. Asso., Inc. (Pub.) Leon Yonik (e)	Jacob Pauliukas (gm-am)
	Polish	Dziennik Chicagoski 26,135 (m)	.20	Polish Pub. Co. (Pub.) Rev. M. N. Starzynski (e)	F. S. Uzdrowski (gm) Joseph Bednowicz (am)
	Polish	Polish Daily Zgoda, ABC 18,468 (m ex Sat.) 22,451 (Sat.)	.22	Alliance Printers & Publishers, Inc.(Pub.) Karol Piatkiewicz (e)	J. Stan. Swierczynski (gm) Emil J. Kolasa (am)
	Slovene	Prosveta 14,800 (m ex Sat.)	.214	Slovene National Benefit Society (Pub.) Frank Zaitz (e)	Milan Medvesek (gm-am)

MAINE

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Lewiston	French	Le Messager, 4,739 (e ex Sat.)	.10	Le Messager Pub. Co. (Pub.) Guy P. Ladouceur(e)	Louis P. Gagne (am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

LABOR—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		WEST VIRGINIA		
Charleston	Labor's Daily (d) 82,500	22¢ li.	Labor's Daily Ralph S. White (me)	Ralph S. White (gm)

METALS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York	American Metal Market (metals) (d ex Mon.) 10,810	(10¢)	The American Metal Market Co. M. A. Williamson, Pub.	..... J. P. Trench, (me)
	Metal Reporter (iron, steel, metals) (d ex Mon.)	....	Frank Smith (e) National Business Press, Inc. Joseph Zimmerman (e)	R. A. Langer (am) .....

PETROLEUM

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago (5)	Oil Daily (petroleum) (d ex Sat.) 10,921	(15¢) (UP)	$.70 li.	Oil Daily, Inc. Keith J. Fanshier, Pub. Milburn Petty (Assoc. Ed.) C. S. Wilkes (me) William P. Sessions (gm) J. A. Hartley (am)

REAL ESTATE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
San Francisco (8)	Edwards Abstract from Records (credit rating) (real estate) (d ex Sat.) 326	($10) mo.)	18¢ li.	Recorder Ptg. & Pub. Co. Frank F. Kilsby, Pub. Russell Thomson (e) Frank F. Kilsby (gm) Claire Franklin (am)

RESORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		FLORIDA		
Palm Beach	Daily News (mS)	(5¢) John H. Perry Assoc. (INS)	$.03 li.	Palm Beach News & Life, Inc. George W. Archer, Pub. Tom Penick (e) Donald S. Greenlief (am)
		NEW YORK		
Cooperstown	The Glimmerglass (resort) (d ex Sat.—July & August only) 650	(2¢)	3¢ li.	Freeman's Journal Co. Rowan D. Spraker, Pub. (e) Harold H. Hollis (gm-am)

SHIPPING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		OREGON		
Portland (9)	Marine Guide (shipping) (d ex Sat. & Sun.) 1,235	(10¢)	11¢ li.	Shipping News, Inc. A. W. Howard, Pub. L. D. Dana (e) A. W. Howard (am)

SPORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Los Angeles (27)	Daily Racing Form (d ex Sun.)	(35¢) (RN-UP)	36¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub. J. G. O'Brien (bm) Leon Waldman (am)
		FLORIDA		
Miami (37)	Daily Racing Form (d ex Sun.) 149,565 (ABC)	(35¢) (RN-UP)	22¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub. R. A. Swanson (bm) Leon Waldman (am)
		ILLINOIS		
Chicago (5)	Daily Racing Form (d ex Sun.)	(35¢) (RN-UP)	36¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub. Herbert S. Kamin (bm) Leon Waldman (am)
		NEW YORK		
New York (1)	National Turf Program (sports) (d ex Sun.) William Armstrong Daily Sports (sports) (d ex Sun.)	....	....	Armstrong Daily Sports, Inc. Herbert Wasserman, Pres.
		WASHINGTON		
Seattle (5)	Daily Racing Form (d ex Sun.)	(35¢) (RN-UP)	14¢ li.	Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub. Clio Hogan (bm) Leon Waldman (am)
		CANADA		
		ONTARIO		
Toronto (1)	Daily Racing Form (d ex Sun)	(35¢) (RN-UP)	15¢ li.	McMurray Publishing Company, Ltd. J. Samuel Perlman, Ed. & Pub. J. J. Goldthorp (bm) Leon Waldman (am)

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Massachusetts

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Boston	Armenian	Baikar, 2,920 (m ex Mon.) (S)	.072	Baikar Association, Inc. (Pub.) Hratch Yervant (e)	Hratch Yervant (gm-am)
	Armenian	Hairenik, 4,000 (e ex Mon.) (S)	.143	Hairenik Association, Inc. (Pub.) R. Darbinian (e)	Armen Vahé (gm) K. Boghosian (am)
	Italian	La Notizia, 27,575 (m)	.25	Graziano N. Longarini (Pub.) Augusto Martini (e)	Graziano N. Longarini (gm-am) L. Albo (am)
	Polish	Kuryer Codzienny, 28,228 (m)	.25	Henry H. Chmielinski (Pub.) Karol Jaskolski (e)	Richard Chmielinski (gm-am)
Fall River	French	L'Independent, 5,735 (e)	.09	Louis P. Clapin (Pub.) Philippe A. Lajoie (e)	Leopold D. Clapin (gm) (Mrs.) Aldea L. Clapir (am)
Fitchburg	Finnish	Raivaaja, 5,273 (e)	.07	Raivaaja Publishing Co. (Pub.) Elis Sulkanen (e)	Henry Puranen (gm-am)
New Bedford	Portuguese	Diario de Noticias, 9,755 (e ex Sat.)	.0679	Joao R. Rocha (Pub.). Manuel Brito Calado	Joao R. Rocha (gm) Frank J. Cavanaugh (am)

Michigan

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Detroit	Polish	Polish Daily News, 32,398 (m)	.21	American Pub. Corp. (Pub.) J. Ostrowski (e)	Mrs. S. Januszewski (gm) Louis Swendsen (am)

Minnesota

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Duluth	Finnish	Industrialisti, 4,473 (e ex Sat.)	.072	Workers Soc. Pub. Co. (Pub.) Ivar Vadaa (e)	Wesley Kniivila (gm-am)

New Jersey

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Jersey City	Ukrainian	Svoboda, 19,000 (m ex Mon.)	.10	Ukrainian National Association, Inc. (Pub.) Dmytro Halychyn (e)	Dmytro Halychyn (gm)

New York

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Brooklyn	Arabic	As Sameer, 3,240 (e ex Sat.)	.072	Elia D. Madley (Pub.-e)	Elia D. Madley (gm-am)
Buffalo	Polish	Polish Everybody's Daily, 34,084 (e)	.20	F. B. Rogger (Pub.) M. Woznicki (e)	Mathew W. Pelczynski (gm) F. L. Klawon (am)
New York	Arabic	Al Hoda, 4,000 (e ex Sat.)	.107	Estate of S. A. Mokarzel (Pub.) Mary Mokarzel (e)	Mary Mokarzel (gm) A. A. Anton (am)
	Chinese	China Daily News, 5,000 (m)	3.00*	China Daily News, Inc. (Pub.) Eugene Moy (e)	Ann Moy (gm)
	Chinese	Chinese Journal, 17,500 (m)	3.50*	Chinese Amer. World Pub. Corp. (Pub.) George T. Laing (e)	Louis Hong (gm) David Wu (am)
	Chinese	Chinese Nationalist Daily, 11,000 (m)	3.00*	Mun Hey Pub. Co. (Pub.) Henry Mao (e)	Wu Kam Way (gm-am)
	Chinese	China Tribune, 10,000 (m)	3.00*	Chinese-American Cultural Corp. (Pub.) Y. Y. Pan (e)	C. P. Chen (gm) Dan F. Yee (am)
		*Chinese inch			
	German	Staats-Zeitung & Herold, ABC 23,348 (m) 43,272 (S)	.35	August Steuer (Pub.) Erwin Single (e)	John A. Borst (gm) Carl Rudolph (am)
	Greek	Atlantis, 20,033 (e & S)	.20	Solon G. Vlasto (Pub.) Vladimir Constantinidis (e)	Solon G. Vlasto (gm) John Vretos (am)
	Greek	National Herald, 15,465 (m & S)	.20	National Herald, Inc. (Pub.) B. J. Marketos (e)	B. J. Marketos (gm) T. Metaxas (am)
	Hungarian	Amerikai Magyar Nepszava 20,435 (m)	.18	Amerikai Magyar Nepszava, Inc. (Pub.) Zoltan Gombos	Zoltan Gombos (gm) Emery Vecsey (am)
	Italian	Il Progresso Italiano, ABC 63,170 (m) 63,414 (S)	.50	Il Progresso-Italo Americano Publishing Co., Inc. (Pub.) Fortune Pope (e)	Gene Rea (am)
	Jewish	The Day—Jewish Journal, ABC 64,364 (m) 53,626 (Sat.) 62,138 (Sun.)	.42	Morris Weinberg (Pub.) Solomon Dingol and David Meckler (e)	Arthur L. Jacobs (gm) Louis Shack (am)
	Jewish	Jewish Daily Forward, ABC 70,937 (m); 72,846 (S)	.42	Forward Asso. (Pub.) Harry Rogoff (e)	Alexander Kahn (gm) Paul F. Rubinstein (am)
	Jewish	Morning Freiheit, 12,574 (m & S)	.30	Morgen Freiheit, Inc. (Pub.) Paul Novick (e)	Chaim Suller (gm) Nat Wein (am)
	Polish	Nowy Swiat, ABC 14,916 (m ex Sat.); 19,330 (Sat.)	.18	Nowy Swiat Publishing Co. (Pub.) Ignacy Morawski (e)	R. N. Wegrzynek (gm-am)

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	Russian	Novoye Russkoye Slovo, 21,045 (m & S)	.20	Novoye Russkoye Slovo Publishing Co. (Pub.) Mark Weinbaum (e)	Victor Shimkin (gm-am)
	Russian	Russky Golos, 8,347 (m & S ex Sat.)	.15	Russky Golos Publishing Corp. (Pub.) David Z. Krinkin (e)	Leon Taran (am)
	Russian	Rossiya, 4,000 (m ex Mon.)	.12	N. Rybakoff (Pub.-e)	T. A. Maximovitch (gm)
	Slovak	New Yorksky Dennik 20,724 (m ex Mon.)	.15	C. S. Publishing Co. (Pub.) Ctibor Cary (e)	Andrew J. Valuchek (gm-am)
	Spanish	El Diario de Nueva York, ABC 31,650 (m ex Sat.); 24,848 (S)	.30	Dr. P. Dominici (Pub.) G. De La Fuente (e)	T. E. Kluck (gm) N. Larry Sandler (am)
	Spanish	La Prensa. ABC 17,236 (m) 13,987 (S)	.17	Mrs. Jose A. Camprubi (Pub.) Julio Garzon (e)	John Scott Mabon (gm) D. Gonzales (am)
	Ukrainian	Ukrainian Daily News, 3,000 (m ex Mon. & Sat.); 4,000 (S)	.107	Ukrainian Daily News, Inc. (Pub.) Michael Tkach (e)	Michael Kniazewich (gm-am)
Richmond Hill	Lithuanian	Laisve, 8,975 (m ex Mon.)	.20	Laisve, Inc. (Pub.) Roy Mizara (e)	Frank Buck (gm-am)
Rochester	German	Rochester Abendpost 13,546 (e ex Sat.)	.14	Julius Stoll (Pub.) Eric Vossmeyer (e)	Herman Stoll (gm) George E. Brockway (am)

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City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Cleveland	Czech	Novy Svet, 7,000 (e ex Moh.)	.15	Novy Svet Printing & Publishing Co. (Pub.) Vaclav Kyvnar (e)	Vaclav Matousek (gm) Anna Rusnak (am)
	Hungarian	Szabadsag, 21,033 (m)	.16	The Liberty Pub. Co. (Pub.) Zolton Gombos (e)	Emery Vecsey (am)
	Polish	wiadomosci Codzienne, 27,057 (e)	.10	The Polish Daily News Co. (Pub.) Z. B. Dybowski (e)	August J. Kurdziel (gm-am)
	Slovene	Ameriska Domovina 9,000 (m ex Sat.)	.10	Victor Knaus (Pub.) Mary Debevec (e)	Mary Debevec (gm-am)
	Slovene	Enakopravnost, 7,560 (e ex Sat.)	.10	The American Jugoslav Printing & Publishing Co. (Pub.) Vatro J. Grill (e)	Anthony Stritof (gm) Julia F. Pirc (am)

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City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Philadelphia	Italian	Il Popolo Italiano, 15,655 (m & S)	.20	Remo Zuecca (Pub.e)	Mario Zuecca (gm-am)
	Jewish	The Day—Jewish Journal, 8,500 (m) (S)	.18	Day Pub. Co., Inc. (Pub.) H. Teplitsky (e)	Mrs. David B. Tierkel (gm) Esther C. Tierkel (am)
	Ukrainian	America, 7,000 (m ex Sat.)	.15	The Providence Asso. (Pub.) Eugene Zyblikewych (e)	Ihnat M. Billinsky (gm) Theophil Kulchycky (am)
Pittsburgh	Serbian	American Srbobran, 12,674 (e ex Sat.)	.143	Serbian National Federation (Pub.) Momtchilo Sokitch (e)	LJ. K. Zagorac (gm-am)

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City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
El Paso	Spanish	El Continental, 8,000 (m ex Mon.) 8,565 (S)	.08(m) .09(S)	Jose Garcia Valseca (Pub.) Enrique C. Mesta (e)	A. R. Seiffert (gm) Mrs. Socorro Salas (am)

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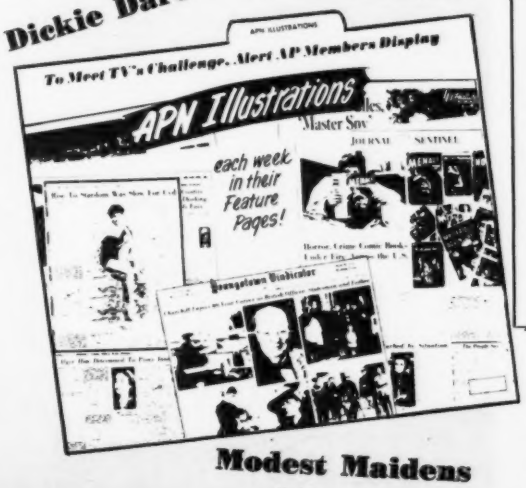

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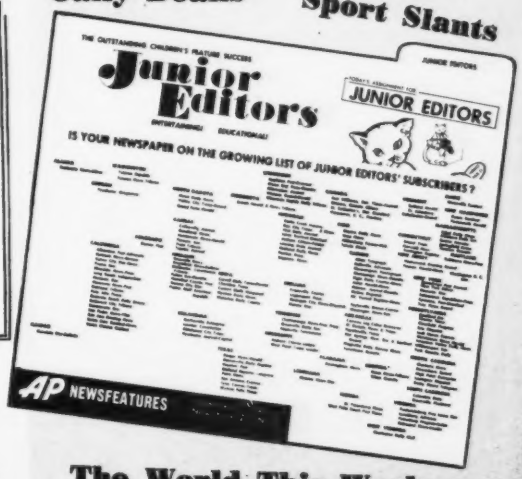

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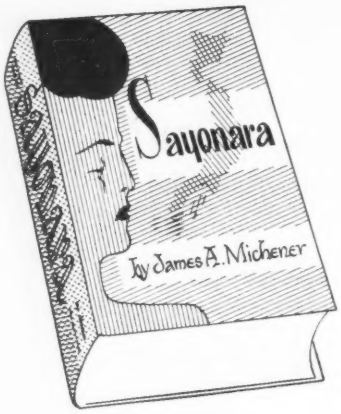

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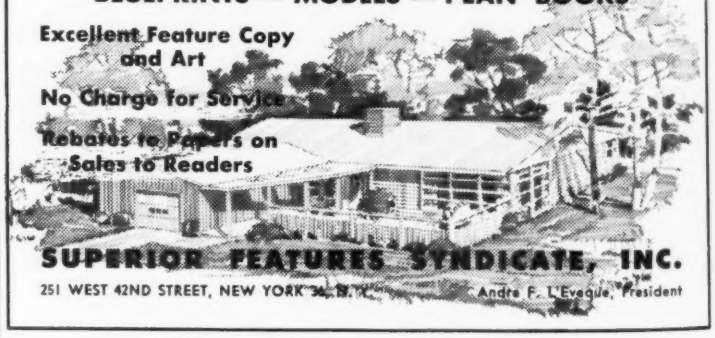

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Distributed by Film Distribution Section, Colonial Williamsburg, Williamsburg, Va. (Rental $4.00 first day, $2.00 second day, $1.00 each additional day. Purchase price $160.00 net.)

THE DAILY NEWSPAPER: ITS INFLUENCE ON AMERICAN LIFE AND BUSINESS—Bureau of Advertising 570 Lexington Ave., New York 22, N. Y.
Running time 15 mins., 35mm., color film strip, (Loaned or sold to members of the Bureau of Advertising.)

DEMOCRACY—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 11 mins., black and white. (Loaned $2.50 for 1-3 days. Can be purchased)

DEMOCRACY'S DIARY from "This is America" series—New York, N. Y. Times.
Running time 16 min., 16 mm., black and white, sound.
Distributed by New York Times, Promotion Dept., New York 36, N. Y.

EDITOR'S NOTEBOOK, THE—Chicago, Ill., News.
Running time 28 mins., black and white, sound (35 mm version for theaters 14 mins.) (Loaned—no charge)

FALBROOK STORY—Los Angeles, Calif., Times.
Running time 30 min., 16 mm., color. (Loaned)

FIVE CENTURIES OF TYPE FOUNDING—American Type Founders, Inc.,
Running time 30 mins., 16mm., color, sound. (Loaned-no charge, through Modern Talking Picture Service, 45 Rockefeller Plaza, New York 20, N. Y)

FLORIDA, PART I—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.

FLORIDA, PART II—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound. (Loaned—small charge outside trading area or private parties)

FROM TREE TO NEWSPAPER—Encyclopaedia Britannica Films.
Running time 15 min., 16 mm., black and white, silent (1928)
Distributed by Encyclopaedia Britannica Films, Inc., 20 No. Wacker Dr., Chicago, Ill.; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.

FROM TREES TO PAPER—American Forest Products Industries, 1816 N. St., N.W. Wash. 6, D.C. 16mm., sound. Running time 12 1/2 mins., black and white. Loaned without cost.

FUNNY BUSINESS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 20 mins. 16mm., sound, ($2.00 per day or $3.20 per wk. plus postage and insurance)

GOLDEN GLOVES ACROSS THE SEA—Chicago, Ill., Tribune.
Sports film.
(Loaned-no charge)

HOME TOWN PAPER—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 22 mins., 16mm., sound, ($1.25 per day or $2.00 per wk. plus postage and insurance)

HISTORY OF WRITING—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 28 mins., black and white. ($5.50 for 1-3 days. Can be purchased.)

HOLLAND TULIP FESTIVAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 20 min., color, sound. (Loaned—small charge outside trading area or private parties)

HOW TO READ NEWSPAPERS—Coronet Instructional Films, Coronet Bldg. Chicago 1, Ill.
Color or black and white, 16mm., sound, (Can be purchased from Coronet or rented from various sources. ANPA will supply rental source to those interested.)

HOW YOU CAN CASH IN ON THE GREATEST SHOW ON EARTH—Bureau of Advertising, 570 Lexington Ave., New York 22, N. Y.
Running time 30 mins., color slide presentation, (Similar to Man With 99 Hands) (Loaned or sold to members of Bureau of Advertising.)

IN BLACK AND WHITE—British Information Services, 30 Rockefeller Plaza New York 20, N. Y.
Running time 20 mins., black and white, 16mm., (Rental and Sale)

IN PARTNERSHIP WITH NATURE—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 25 mins., 16mm., sound, color. (Loaned-no charge)

IOWA-LAND OF OPPORTUNITY—Des Moines, Iowa, Register and Tribune.
Running time 20 min., 16 mm., color, sound. (Loaned—no charge)

KEYSTONE IDEA, THE—Pennsylvania Newspaper Publishers Assn.
Running time 25 min., 16 mm., color or black and white.
(Rental $5.00 one day, $2.50 each additional day.)

JOHNNY ON THE SPOT—Newspaper Representatives Assn. of Chicago 360 No. Michigan Ave., Chicago 1, Ill.
Running time 15 mins., 16mm., sound, color. (Loaned-no charge)

IT'S A TREE COUNTRY—American Forest Products Industries.
Running time 14 mins., 16mm., color, sound. (Loaned-no charge)

LETS GO TO PRESS—Scandia Films, Inc., 220 W. 42nd St., New York 36, N. Y.
Running time 12 mins., 16mm., sound, black and white.

LEXINGTON U. S. A.—Bureau of Advertising 570 Lexington Ave. New York 22, N. Y.
Running time 26 mins., color film strip, 35mm. (Loaned or sold to members of the Bureau of Advertising)

FOREIGN CORRESPONDENTS IN THE UNITED STATES

ARGENTINA

AGENCIA PERIODISTICA ARGENTINA, c/o Viamar Co., 2 W. 46th St., New York 36, N. Y., JU 6-4675.

CLARIN (Buenos Aires), 670 West End Ave., New York 24, New York, SU 7-4652, Horacio Estol.

DIARIO ISRAELITA (Buenos Aires) 8 Gramercy Park, New York 3, New York, GR 3-1699, Alexander I. Parkson.

LA NACION (Buenos Aires), 50 Rockefeller Plaza, New York 20, New York, CO 5-5882, Roberto D. Socas.

AUSTRALIA

AUSTRALIAN ASSOCIATED PRESS (Reuters), 229 West 43rd St., New York, N. Y., BR 9-8558, A. W. V. King. See also Reuter listing under United Kingdom.

AUSTRALIAN BROADCASTING CORP., 630 5th Ave., New York 20, N. Y., PL 7-2462. Miss Nell Fleming.

AUSTRALIAN NEWSPAPER SERVICE, 229 West 43rd St., New York 36, New York, BR 9-1421, Randal Heymanson.

AUSTRALIAN CONSOLIDATED PRESS (Consolidated Press Ltd., Sydney), 229 West 43rd St., New York 36, N. Y., LO 3-6865, John B. Davies.

SYDNEY DAILY TELEGRAPH (Sydney), 229 West 43rd St., New York 36, N. Y., George T. McGann.

SYDNEY TRUTH AND DAILY MIRROR (Sydney), 1475 Broadway, New York 36, N. Y., BR 9-5497, E. C. Gillies.

SYDNEY MORNING HERALD (Sydney), 229 West 43rd St., New York 36, N. Y., LO 3-7055., A. D. Rothman.

AUSTRIA

ARBEITER ZEITUNG (Vienna), 340 Haven Ave., New York 33, New York, TO 7-4751, Dr. Otto Leichter.

DIE PRESSE (Vienna), Box 154, Mamaroneck, N. Y., MAmaroneck 9-2631, Franz F. Feigl; 59 E. 73rd St., New York 21, N. Y., RE 7-8143.

NEUHEITEN PRESSE-DIENST (Vienna), 29 Parma Road, Island Park, N. Y., Long Beach 6-7349, Dr. Joseph A. Von Bradish.

BELGIUM

BELGA NEWS AGENCY (Brussels), 417 Riverside Dr., New York 25, N. Y., AC 2-6426, Jan Michael Van Gindertael.

BELGIAN GOVERNMENT RADIO, 630 5th Ave., New York 20, N. Y., Jan Albert Goris.

GAZET VAN STEKENE, 502 W. 41st., (St. Raphael's Church), New York 18, N. Y., Rev. Nestor De Pauw.

HET LAATSTE NIEUWS (Brussels), 220 W. 42nd St., New York 19, N. Y., WI 7-2961, Robert Kiek. (see Telegraaf, Holland). 1 E. 62d St., New York 24, N. Y., Ruth Underhill.

LA LIBRE BELGIQUE (Brussels), 551 Fifth Ave., New York 21, N. Y., MU 2-7426., Yvan Phillip.

BRAZIL

ACON (BRAZILIAN NEWS AGENCY, 230 W. 97th St., New York, Luis A. Monroy Cusguen.

O ESTADO DO PARA, 92 Liberty St., New York 6, N. Y., WO 2-1046, Henrique Aibu.

O ESTADO DE SAO PAULO (Sao Paulo), 310 Riverside Dr., New York, N. Y., UN 4-1700, Mrs. Claire Goll.

CANADA

DAILY EAGLE (Montreal), 8 Gramercy Park, New York 3, N. Y., GR 3-1699, Alexander I. Parkson.

MONTREAL STAR, 230 W. 41st St., New York 18, N. Y., LO 5-3547, Gerald Clark.

THE CANADIAN PRESS, 50 Rockefeller Plaza, New York 20, N. Y., CI 7-1333, Don Gilbert.

PHOTO JOURNAL (Montreal). 711 Fifth Ave., New York 22, N. Y., John Neva.

CANADIAN BROADCASTING CORP., Secretariat Bldg., United Nations, New York, Margaret Fielder, Peter Stursberg.

CHILE

LA TERCERA (Santiago), 60 W. 68th St., New York, Augusto Rothschild.

CHINA (FORMOSA)

CENTRAL DAILY NEWS of CHINA, 1703 R. I. Ave., Washington, D. C., T. S. Ming; 153 Centre St., New York 13, N. Y., RE 2-1635, Y. C. Chen.

CENTRAL NEWS AGENCY of CHINA, 1046 National Press Bldg., Washington, D. C., NA 8-2738, Richard Jen.

CENTRAL NEWS AGENCY of CHINA, 220 East 42nd St., New York 17, N. Y., MU 2-8583, T. C. Tang.

CHINESE NEWS SERVICE, 30 Rockefeller Plaza, New York 20, N. Y., CI 6-5240, Frank Tao.

PEI-FONG DAILY CHRONICLE (Formosa), 30-16 89th St., Jackson Heights, N. Y., DE 5-4776, Hsi-Kuen Yang.

SHIN SHENG PAO DAILY, Taipeh, Formosa, 102-35 64th Rd. Forest Hills, L. I., N. Y., TW 7-2737, WO 4-6185, Y. Y. Pan.

SIN SUN PAO DAILY, Formosa, 5614 South Drexel, Chicago 37, Ill., Hyde Park 3-2726, Frank Yu-Suan Ling.

COLOMBIA

EL RELATOR (Cali), 88-36 Elmhurst Ave., Elmhurst, L. I., N. Y., HI 6-6632, Alvaro R. Gonzalez.

El ESPECTADOR (Bogata), 30 East 60th St., New York 21, N. Y., PL 8-0265, Felix Marti Ibanez.

DENMARK

BERLINGSKE TIDENDE (Copenhagen), 50 Rockefeller Plaza, New York 20, N. Y., CI 5-7730, Allen Jensen; Nils Norlund.

POLITIKEN (Copenhagen), 444 East 57th St., New York 22, N. Y., EL 5-3866, Peter E. Freuchen.

STIFTSTIDENDE (Aalborg, Aarhuss), 2521 Palisades Ave., New York 63, N. Y., KI 3-9492, Gunnar Leitstikow, 147 W. 56th St., New York 19, N. Y., CI 7-3900, Milly Lindholm.

TIDENS KVINDER and NATIONALTIDENDE (Copenhagen), 37 Hillside Terrace, Belmont, Mass., Belmont 5-4155-R, Gunhild Horne Gansing Vohtz.

AFTENBLADET (Copenhagen), 10115 State St., Lynwood, Calif., Heidi Nielsen.

EKSTRABLADET (Copenhagen), 150-38 Village Rd., Jamaica 38, N. Y., JA 3-3094, Mrs. B. Hamann.

DENMEORKE, Danish Information Office, 588 Fifth Ave., New York 36, N. Y., JU 6-3320, Johannes Laursen.

EGYPT

Al ZAMANE (Cairo), JOURNAL d'EGYPTE (Cairo), 34 West 89th St., New York, N. Y., SU 7-6934, George P. Saviolidis.

LE PROGRES EGYPTIEN (Cairo), BOURSE EGYPTIENNE (Cairo), Room 491, UN Bldg., EL 5-2854, Simon Malley.

AL HILAH (Cairo), Hotel Seville, Madison Ave. & 29th St., New York 10, N. Y., LE 2-2960, Antoune Toma.

AL AHRAM (Cairo), Room 301, UN Bldg., New York, N. Y., PL 4-1234, Ext. 2389, Levon Keshishian. (See also under Ceylon, Lebanon, Syria).

ARAB NEWS AGENCY, 24 W. 89th St., New York, N. Y., SU 7-7654, B. Abdel Malik.

ENGLAND

DAILY EXPRESS (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 7-5896, Newell Rogers, 1061 National Press Bldg. Washington 4, D. C., EX 3-0522, Diana Ross and Henry Young Lowrie.

DAILY HERALD (London), 50 Rockefeller Plaza, New York, N. Y., CO 5-2453, Leonard J. Coulter.

DAILY MAIL (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 6-6535, Don Iddon.

DAILY SKETCH (London) (see Sunday Dispatch).

DAILY TELEGRAPH & MORNING POST (London), 50 Rockefeller Plaza, New York 20, N. Y., JU 2-2626, Alex H. Faulkner, 1251 National Press Bldg., Washington 4, D. C., Richard Brett-Smith.

ECONOMIST (London), 330 W. 42d St., New York 36, N. Y., LO 4-3000, Ext. 691, David Ovens, New York 21, N. Y.; RH 4-0120, Mildred Adams.

EVENING NEWS (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 6-6535, Tom Edward Downes.

EVENING STANDARD (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 7-5573, Evelyn Graham Irons.

JEWISH CHRONICLE (London), 99-60 64th Ave., Forest Hills, L. I. N. Y., TW 7-8265, Montague Jacobs.

KEMSLEY NEWSPAPERS (London), 229 West 43rd St., New York 36, N. Y., WI 7-3697, Claire Blanshard, 1154 National Press Bldg., Washington D. C., O. H. Brandon.

MANCHESTER GUARDIAN (Manchester), 53 East 51st St., New York 22, N. Y., PL 3-6898, Alistair Cooke.

NEWS CHRONICLE (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 6-7370, Stanley W. Burch, 1168 National Press Bldg., Washington 4, D. C., ST 0981, Robert C. H. Waithman.

OBSERVER (London), 1057 National Press Bldg., Washington 4, D. C., EX 3-0158, Alastair Buchan.

ODHAMS PRESS Ltd. (London), 35 West 53rd St., New York 19, N. Y., CO 5-3725, Leonard Coulter.

POLISH DAILY (London), 65 East 87th St., New York 28, N. Y., TR 6-7580, Richard E. Mossin.

STAR (London), 360 Central Park West, New York 23, N. Y., MO 3-7754, P. H. Powell.

SUNDAY DISPATCH (London), 50 Rockefeller Plaza, New York 20, N. Y., CI 6-6535, Alfred W. Parsons.

SUNDAY TIMES (London), 3501 Rodman St., Washington 8, D. C., O. Henry Brandon.

(Continued on page 304)

FILMS AND FILMSTRIPS RELATING TO NEWSPAPER BUSINESS-Continued

Film—Producer
Running Time—Description
Distribution—Cost

LOGGING PINE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING THE MILL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING: THE RIVER DRIVE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 40 min., color sound.
(Loaned—small charge outside trading area or private parties)

THE MAN WITH 99 HANDS—Bureau of Advertising, 570 Lexington Ave., New York 22, N. Y.
Running time 20mins., 16mm., black and white.
(Loaned or sold to members of the Bureau of Advertising)

MEXICO IN MARCH—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 1 hour, 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MICHIGAN FANTASY—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 15 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIDLAND CENTENNIAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIRACLE OF THE MILLIONS—New York Daily News, New York, N. Y
Running time 35 mins., 16mm., color, sound.
Distributed by New York, N. Y., Daily News.

MODERN MAILROOM METHODS—
16 mm., color silent.
Distributed by H. Earle Runion Production Engineers, 310 Republic Bldg., Louisville, Ky.

NEWSDAY CARRIER BOY, THE—Long Island, N. Y., Newsday.
Running time 25 min., color, sound.
(Not loaned)

NEWSPAPER CHARACTER—Mergenthaler Linotype Co., Park Ave. and Ryerson St., Bklyn. N. Y.
Black and white film strip, 35mm., 142 frames.
(Loaned-no charge)

NEWSPAPER STORY—Bureau of Visual Instruction University of Kansas Lawrence, Kan.
Running time 20 mins., 16mm., black and white, sound. ($2.00 per day or $3.20 per wk.)

NEWSPAPER STORY—Rockford, Ill., Star and Register-Republic.
Running time 17 min., 16mm., black and white, sound.
Distributed by Encyclopedia Britannica Films, Wilmette, Ill., (sells prints.) Loaned—$3.50 for 1-3 days. Can be purchased.

NEWSPAPER STORY—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 17 mins., black and white. ($3.50 for 1-3 days. Can be purchased.)

NEWSPAPERS—Young America Films, Inc. 18 E. 41st St., New York 17, N. Y.
Black and white film strip, 35mm., 48 frames.
(Purchase Only)

NEWSPRINT—Quebec North Shore Paper Co.
Running time 25 min., 16 mm., color, sound.
Distributed by Howard E. Campbell, Canadian Consulate, 620 Fifth Ave., New York 20, N. Y.

NEWSPRINT HANDLING AT MILWAUKEE JOURNAL—Milwaukee, Wis., Journal.
16 mm., color, silent.

1950 ALL STAR-PHILADELPHIA EAGLES FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 32 min., 16 mm., sound. Sports film.
(Loaned—no charge)

1951 ALL STAR-CLEVELAND BROWNS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 26 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge)

1952 ALL STAR-LOS ANGELES RAMS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge)

ONE MILLION PEOPLE—Des Moines, Iowa, Register and Tribune.
Running time 18 min., 16 mm., color, sound.
(Loaned—no charge)

OUNCE OF PREVENTION—Mergenthaler Linotype Co. Park Ave. and Ryerson St. Bklyn. 5, N. Y.
Color film strip, 35mm., 42 frames. (Loaned-no charge)

OUT OF THE WOODS—Royal Oak, Mich., Daily Tribune.
Running time 17 min., 16 mm., black and white, sound.
(Loaned—transportation charges only)

PAPER—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 11 mins., black and white. ($2.50 for 1-3 days. Can be purchased.)

PAPER-THE GIFT OF TS'AI LUN—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 28 mins., 16mm., sound ($1.00 per day or $1.60 per wk. plus postage and insurance)

THE PAPER INDUSTRY—Ralph Adams, 4104 Goodland Ave., North Hollywood, Calif.
Color, Strip film, 35mm., 2 parts, 61 frames.
(Sold only-$9.00)

PAPER IN THE MAKING—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 25 mins., 16mm., sound, color.
(Loaned no charge)

THE PAPER MADE FOR YOU—Gilbert Paper Co. Menasha, Wis.
Running time 30 mins., 16mm., sound, black and white. (Loaned-postage only. Through Modern Talking Picture Service, 30 Rockefeller Plaza, New York 20, N. Y.)

PAPER MAKING—Coronet Instructional Films, Coronet Bldg., Chicago 1, Ill.
16mm., black and white, 2 reels, (Can be purchased from Coronet or rented from other sources. ANPA will supply rental source to those interested.)

PAPER WORK—Champion Paper and Fibre Co.—Running time 30 mins., 16mm., color, (Loaned, no charge through Modern Talking Pictures Service, 45 Rockefeller Plaza New York 20, N. Y.)

PRINTING-HERE'S HOW WE PRINT—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 mins., 16mm., sound. ($1.25 per day or $2.00 per wk. plus postage and insurance)

PRINTING—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 min., 16mm., sound. ($1.25 per day or $2.00 per wk. plus postage and insurance)

PRINTING THROUGH THE AGES—Encyclopedia Britannica Films, Inc. Willmette, Ill.
Running time 13 mins., black and white. ($3.00 for 1-3 days. Can be purchased)

PUBLIC OPINION—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 11 mins., black and white. ($2.50 for 1-3- days. Can be purchased)

THE RICH IOWA FARM MARKET—Des Moines Iowa Register and Tribune.
(Loaned-no charge)

RIVER OF PAPER—
Running time 30 min., 16 mm., color, sound.
Distributed by Powell River Sales Corp., 400 Madison Ave., New York, 17, N. Y.

ROCKY MOUNTAIN EMPIRE—Denver (Colo.) Post.
Running time 28 mins., 16mm., color. (Loaned-no charge)

A SHORT COURSE IN PAPER MAKING—P. H. Glatfelter Co., Spring Grove., Pa.
Running time 35 mins., 16mm., sound, color.
(Loaned-no charge)

SPOKANE AND ITS INLAND EMPIRE—Spokane, Wash., Spokesman-Review.
Running time 45 min., 16 mm., color, sound.
Distributed by Spokane, Wash., Spokesman-Review and Chronicle; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.; Bray Pictures Corp., 729 7th Ave., New York, N. Y.

SPOT NEWS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 10 mins., 16mm. sound. ($1.25 per day or $2.00 per wk. plus postage & insurance)

STAR GOES TO PRESS, THE—Washington, D. C., Star.
Running time 20 min., 16 mm., color, sound.
(Loaned—no charge)

STORY THAT COULDN'T BE PRINTED—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 mins., 16mm., sound, ($1.25 per day or $2.00 per wk. plus postage and insurance)

THE STORY OF PRINTING—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 48 mins., black and white. ($8.50 for 1-3 days. Can be purchased.)

TELETYPESETTER—Mergenthaler Linotype Co. Park Ave. and Ryerson St., Bklyn. 5, N. Y.
Black and white film strip, 35mm., 26 frames.
(Loaned-no charge)

THAT'S NEWS TO ME—Royal Oak, Mich., Tribune.
Running time 15 min., 16 mm., color, sound.
Distributed by Royal Oak Tribune, Royal Oak, Mich.

THEY NEVER STOP TRYING—Seattle, Wash., Post-Intelligencer.
16 mm., sports promotion film.
(Loaned—no charge)

THIS IS THE PLACE—Salt Lake City, Utah, Deseret News.
Running time 22 min., 16 mm., color, sound.
(Loaned—no charge)

TODAY AT YOUR PRESS-CHRONICLE—Johnson City, Tenn., Press-Chronicle.
Running time 30 min., 16 mm., color, sound.
(Loaned—transportation charges only)

TODAY'S NEWS-TOMORROW'S MEN—Knoxville, Tenn., News Sentinel.
Running time 20 min., 16 mm., black and white, sound.
(Loaned to interested persons through Univ. of Tenn. Extension Service—small charge)

TORONTO STAR MAILROOM—Toronto, Ont., Canada, Star.
16 mm., color, silent.

TREES TO TRIBUNES—Chicago, Ill., Tribune.
Running time 43 min., 16 mm., color, sound (1943) (Loaned-no charge)

WESTWARD, THE COURSE OF EMPIRE—Denver, Colo., Post.
16 mm., color, sound.
(Loaned—no charge)

WEALTH OF THE NATION—Abitibi Service Inc., 131 No. Ludlow St., Dayton 2, Ohio.
Running time 22 mins., 16mm., color, sound.
(Loaned-no charge)

WHAT HAPPENS WHEN NEWSPAPERS DON'T HIT TOWN?
Running time 27 min., color, 35 min. stripfilm, 33 r.p.m. recording of sound and voices to accompany it, or 15 min. version.
(Loaned to Bureau of Advertising members for one-time showings)

WINGS OVER ONTARIO—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 30 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties)

WORLD HERALD STORY, THE—Omaha, Neb., World-Herald.
Running time 26 min., color, sound.
(Loaned—no charge)

WRITING THROUGH THE AGES—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 10 mins., black and white. ($2.50 1-3 days. Can be purchased)

YOUR NEWSPAPER, HOW IT'S MADE—Saginaw, Mich., News.
Running time, 45 min. 1 reel, 16 mm., black and white, silent.
Distributed by Saginaw News, Saginaw, Mich.

FOREIGN CORRESPONDENTS IN THE UNITED STATES—Continued

ENGLAND—Continued
(Continued from page 303)

TIMES (London), 45 East 51st St., New York 22, N. Y., PL 3-3930, Louis E. Hinrichs, Eric Britter, Rm. 910, National Press Bldg., Washington, D. C., DI 7-1967, Robert Wright Cooper.
REUTERS (London), 229 West 43rd St., New York 36, N. Y., BR 9-8558, D. Kimpton Rogers, 1026 National Press Bldg., Washington, D. C., NA 8-9212, Paul Scott Rankine.
YORKSHIRE POST (Leeds), 177 Macdougal St., New York 11, N. Y., GR 7-5278, M. R. Werner.
BRITISH BROADCASTING CORP., 630 Fifth Ave., New York, CI 7-0656, Douglas Willis, Rm. 907, National Press Bldg., Washington, D. C., Ex. 3-1465, Christopher Serpell.
THE BULLETIN & SCOTS PICTORIAL (Glasgow), 15 East End Ave., Old Greenwich, Conn., Greenwich 7-1838, Dr. Catherine Gavin.

FINLAND

MAAKANSA (Helsinki), 80-44 242nd St., Bellerose, N. Y., Arvi Tokkola.
FINNISH NEWS AGENCY, 41 East 50th St., New York 22, N. Y., MU 8-4025, Eero Kordivaara.

FRANCE
(Paris)

AGENCE FRANCE-PRESSE, 50 Rockefeller Plaza, New York 20, N. Y., PL 7-6712, René Fernier, Albert J. Rocchia, 914 National Press Bldg., Washington 4, D. C., NA 8-8570, Jean La Grange, Georges Wolff, United Nations, N. Y., N. Y., Jaques Edinger.
AGENCE QUOTIDIENNE (Paris), 150 East 93rd St., New York 28, N. Y., AT 9-1588, Max Dorian.
JOURNAL DE GENEVE, 35 Sutton Pl. South, New York 22, N. Y., EL 5-6345, Louis Foy.
FRANCE-SOIR (Paris), 220 East 42nd St., New York, N. Y., MU 2-3340, Georges-Henri Martin.
LE FIGARO (Paris), 270 West End Ave., New York 23, N. Y., EN 2-5553, Leo Sauvage, 1428 35th St., Washington D. C. HUdson 8793, Nicolas Chatelain.
L'EQUIPPE (Paris), 50 Rockefeller Plaza, New York 20, N. Y., Jean Kroutchtein.
LE MONDE (Paris), 914 National Press Bldg., Washington 4, D. C., c/o Agence France-Presse, NA 8570, Henri Pierre.
LE PARISIEN LIBRE, 972 Fifth Ave., RE 4-1501, Pierre Crenesse.
LE POPULAIRE (Paris), 378 West End Ave., New York 24, N. Y., Janet S. Seigel.
L'ECHO DE LA PRESSE (Paris), 103 East 84th St., New York 28, N. Y., BU 8-0488. Bernard Musnik.
LES ECHOS (Paris), 580 Fifth Ave., New York 19, N. Y. PL 7-3463, Henri Kahn.
LE MONDE, (Paris), 116 East 73d St., New York 21, N. Y., BU 8-1955, Renée Gesmar.
PARIS-PRESSE (Paris), 531 East 20th St., New York 10, N. Y., RE 7-5336, Georges-Henri Martin

GERMANY

DEUTSCHE PRESSE AGENTUR (Hamburg), National Press Bldg., Washington 4, D. C., RE 2500, ME 9681, Oscar W. Reschke.
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MACY WESTCHESTER NEWSPAPERS—Westchester County Publishers, Inc.—Reporter Dispatch Bldg., White Plains, N. Y. Dailies: Mamaroneck Times; Mount Vernon Argus; New Rochelle Standard Star; Ossining Citizen Register; Port Chester Item; Tarrytown News; White Plains Reporter Dispatch; Yonkers Herald Statesman (Affiliated with Peekskill Evening Star). Weeklies: Bronxville Review Press and Reporter; Chappaqua New Castle Tribune; Harrison Citizen Observer; Larchmont Times; Mount Kisco Times. General Manager William L. Fanning; Nat'l Adv. Dir., Anthony Hyde Francis.

MEEKS NEWSPAPERS—Florence (Ala.) Times, Sheffield (Ala.) Tri-Cities Daily, Standard & Times (weekly) Sheffield, Ala. Tri-Cities Publishing Co., Florence, Ala.

MORGAN MURPHY NEWSPAPERS—Superior (Wis.) Telegram, Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald Telegram, Two Rivers (Wis.) Reporter, Lafayette (La.) Advertiser, Mesabi News, Virginia, Minn., Range Facts, Virginia, Minn., Los Angeles (Calif.) Eagle Rock News-Herald, Los Angeles Highland Park News-Herald. Morgan Murphy, Pres., Superior, Wis.

NEWHOUSE NEWSPAPERS—Jamaica (N.Y.) Long Island Press, Long Island City (N.Y.) Long Island Star-Journal, Staten Island (N.Y.) Advance; 1 Star Square, Long Island City, New York 1, N. Y.

NEW MEXICO NEWSPAPERS, INC.—Las Vegas (N.M.) Optic, Tucumcari (N. M.) News, Farmington (N. M.) Times, Gallup (N. M.) Independent. Controlling interest in Artesia (N. M.) Daily Press. Lincoln O'Brien, Pres.; James K. Green, Vice Pres.; Larry McSwain, Ed.; Ransom H. Coslett, Prod. Mgr.; James Field, Comptroller. P. O. Box 381, Santa Fe, New Mexico

NIXON NEWSPAPERS, INC.—Michigan City, (Ind.) News-Dispatch, Peru (Ind.) Tribune, Wabash (Ind.) Plain Dealer and Times-Star. Eugenia H. Honeywell (Mrs. Mark C.), Pres., Wabash, Ind.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News-Register, Martinsburg (W. Va.) Journal, Weirton (W. Va.) Times, Fairmont (W. Va.) Times, Fairmont West Virginian, Point Pleasant (W. Va.) Register, Elkins (W. Va.) Inter-Mountain, Parkersburg (W. Va.) Sentinel, Parkersburg News, Welch (W. Va.) News, Williamson (W. Va.) News. Austin V. Wood, Executive Vice-President and General Manager.

THE OTTAWAY NEWSPAPERS—The Daily Bulletin, Endicott, New York (headquarters); The Oneonta Star, Oneonta, New York; The Plattsburg Press-Republican, Plattsburg, New York; The Daily Record, Stroudsburg, Pennsylvania.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Columbus Enquirer, Bradenton (Fla.) Herald. A. H. Chapman, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—Texarkana (Tex.-Ark.) Gazette and News, Eldorado (Ark.) Times and News, Hot Springs (Ark.) New Era and Sentinel-Record, half interest with A. H. Washburn in Hope (Ark.) Star, Magnolia (Ark.) Banner News, one-half interest in Russellville (Ark.) Courier-Democrat. One-fourth interest in Jacksonville (Tex.) Daily Progress. C. E. Palmer, Pres., Texarkana, Ark.-Tex.

PENINSULA NEWSPAPERS INCORPORATED—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune, The Advance-Star, Burlingame and San Mateo, (Cal.): Geo. F. Morell, Pres.: Eugene C. Bishop, Gen. Mgr.: Dallas E. Wood, Executive Editor, P.O. Box 481, Palo Alto, Calif.

PERKINS PRESS—Bellingham (Wash.) Herald, Olympia (Wash.) Olympian, S. A. Perkins, Pres. and Owner, 302-307 Perkins Bldg., Tacoma, Wash.

JOHN H. PERRY NEWSPAPERS—Avon Park (Fla.) Sun, Deland (Fla.) Sun-News, Delray Beach (Fla.) News, Fernandina (Fla.) News-Leader, Fort Walton (Fla.) Playground News, Jacksonville (Fla.) Journal, Jacksonville (Fla.) Ocean Beach Reporter, Kissimmee (Fla.) Gazette, Lake City (Fla.) Reporter, Leesburg (Fla.) Commercial Ledger, Marianna (Fla.) Jackson County Floridan, Melbourne (Fla.) Times, New Smyrna Beach (Fla.) News, Ocala (Fla.) Star-Banner, Panama City (Fla.) News-Herald, Pensacola (Fla.) Journal and News, Sebring (Fla.) Highlands County News, Frankfort (Ky.) State Journal, West Palm Beach (Fla.) Post and Times, Palm Beach (Fla.) Daily News and Life Magazine, Quincy (Fla.) Gadsden County Times, Eustis (Fla.) Eustis News, Carrollton (Ky.) News-Democrat, Travares (Fla.) Lake County Citizen, All Florida Magazine, Ocala, Fla.

RIDDER PUBLICATIONS, INC.—The Journal of Commerce (N.Y.) St. Paul (Minn.) Pioneer Press & Dispatch, Duluth (Minn.) Herald & News-Tribune, Aberdeen (S. D.) American-News, Grand Forks (N. D.) Herald, Long Beach (Cal.) Independent-Press-Telegram, San Jose (Cal.) Mercury and News, minority interest in Seattle (Wash.) Times. J. E. Ridder, Chairman of the Board, care of The Journal of Commerce, New York 13.

SCRIPPS-HOWARD NEWSPAPERS—New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, San Francisco (Calif.) News, Washington (D. C.) Daily News, Indianapolis (Ind.) Times, Knoxville (Tenn.) News-Sentinel, Memphis (Tenn.) Press-Scimitar, Memphis (Tenn.) Commercial Appeal, Birmingham (Ala.) Post-Herald, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) Tribune, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. Charles E. Scripps, Chairman of the Board. Jack R. Howard, President and General Editorial Manager, Mark Ferree, Executive Vice President and General Business Manager. Roy W. Howard, Chairman Executive Committee, 230 Park Ave., New York, N. Y.

JOHN P. SCRIPPS NEWSPAPERS—Ventura County (Calif.) Star-Free Press. Watsonville (Calif.) Register-Pajaronian. Redding (Calif.) Record-Searchlight, San Luis Obispo (Calif.) Telegram-Tribune, Tulare (Calif.) Advance-Register, Bremerton (Wash.) Sun. John P. Scripps, Chm. of Board, Harry Green, General Business Manager, 306 Scripps Bldg., San Diego 1, Calif. Roy Pinkerton, Editor-in-Chief. P. O. Box 171, Ventura, Calif.

SCRIPPS LEAGUE—Provo (Utah), Herald, Logan (Utah) Herald Journal, Pocatello (Idaho) Idaho State Journal, Daily Inter Lake Kalispell (Mont.). The Dalles (Ore.) Chronicle, Coeur d'Alene (Idaho) Press, North Idaho Press, Wallace, Idaho, Idaho Free Press, Nampa, Idaho, Bozeman (Mont.) Chronicle, Station KVNI, Coeur d'Alene, Idaho Station KNEW, Spokane, Wash., Station KWIK, Pocatello, Idaho. The Scripps Newspapers, Inc., Edward W. Scripps, Pres., 222 Polhemus Ave., Atherton, Calif.: James G. Scripps, Secy-Treas., 131 Mercer St., Seattle 9, Wash.

SEATON GROUP—Manhattan (Kan.) Mercury; Winfield (Kan.) Daily Courier; Coffeyville (Kan.) Journal; Hastings (Nebr.) Tribune; Alliance (Neb.) Times-Herald; Lead (S.D.) Pioneer-Times, and Sheridan (Wyo.) Press.

JAMES H. SKEWES AND ASSOCIATES—Meridian (Miss.) Daily-Sunday Star; Las Cruces (N. M.) Daily and Sunday Sun-News; Laurel (Miss.) Daily Leader-Call; Brookfield (Mo.) Daily News-Bulletin; Walsenburg (Colo.) Evening World-Independent; the Corinth (Miss.) Daily-Sunday Corinthian; the Artesia (N. M.) Advocate. Jas. H. Skewes, Pres., Meridian, Mississippi.

SOUTHERN OREGON NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News, Frank Jenkins, Pres., Klamath Falls, Ore. Headquarters office, Klamath Falls, Ore., owns 20 per cent of the stock of the Medford (Ore.) Mail-Tribune. Radio Station KRNR, Roseburg, Ore., and Radio Station KFLW, Klamath Falls, Ore., owned by Southern Oregon Newspapers.

SOUTHWESTERN PUBLISHING COMPANY—Fort Smith, Ark. The group includes the Southwest American, Fort Smith Times Record and Southwest-Times Record (Fort Smith, Ark.); Bartlesville Examiner and Bartlesville Enterprise, Bartlesville, Okla.; Okmulgee Daily Times and Okmulgee Times-Democrat, Okmulgee, Okla. Associated ownership with the Las Vegas, Nevada, Review Journal and Boulder City, Nevada Journal; Carson City, Nevada, Appeal; Ely, Nevada Daily Times; Radio affiliations are stations KFSA and Television KFSA-fm, KFSA-TV, Fort Smith; KBRS, Springdale, Ark.; KHBG, Okmulgee, Okla.; KZAM, Reno, Nevada; KLRJ-TV, Las Vegas, Nevada. Executive offices; Care of Donald W. Reynolds, Southwestern House, Fort Smith, Ark., and Las Vegas Review Journal, Las Vegas, Nev.

SPEIDEL NEWSPAPERS—Poughkeepsie (N. Y.) New Yorker, Chillicothe (Ohio) Gazette, Iowa City (Iowa) Press-Citizen, Fort Collins (Colo.) Coloradoan, Reno (Nev.) Evening Gazette, Reno, Nevada State Journal, Salinas (Calif.) Californian, Visalia (Calif.) Times-Delta, affiliates of Speidel Newspapers, Inc., Colorado Springs, Colorado, and Palo Alto, California; John Ben Snow, Chairman of the Board, Colorado Springs, Colorado; Merritt C. Speidel, President, Palo Alto, California; Harry S. Bunker, V. P. and General Manager, Charles H. Stout, Treasurer and Assistant General Manager, Colorado Springs, Colorado.

STAUFFER PUBLICATIONS, INC.—Grand Island (Neb.) Independent. Arkansas City (Kan.) Traveler. KSOK Broadcasting Station, Arkansas City, Kans., Maryville (Mo.) Forum, Pittsburg (Kan.) Headlight and Sun. KSEK Broadcasting Station, Pittsburg, Kansas, Shawnee (Okla.) News and Star. KGFF Broadcasting Station, Shawnee, Okla. The Topeka (Kan.) State Journal, Nevada (Mo.) Daily Mail, York Daily News-Times, York, Nebraska, Santa Maria Times, Santa Maria, Calif., The Newton Kansan, Newton, Kansas, Independence (Mo.) Examiner, Oscar Stauffer, Pres., Topeka, Kan.

R. B. TERRY and D. A. RAWLEY—Publishers, High Point (N. C.) Enterprise and Burlington (N. C.) Times-News.

WICK NEWSPAPERS—901 8th Ave., New York 19, N. Y. James L. Wick, Chairman of the Board; affiliated corporation in which J. L. Wick and M. I. Wick interests vary from 15 to 90 per cent: Niles (O.) Daily Times; Girard (O.) News; Hubbard (O.) News; Roanoke Rapids (N. C.) Daily Herald; Bogalusa (La.) Daily News; New Iberia (La.) Daily Iberian; Jeanerette (La.) Advertiser; Rome (Italy) Daily American.

NEWSPAPER GROUPS OF CANADA

DINGMAN NEWSPAPERS—Stratford (Ont.) Beacon-Herald, St. Thomas (Ont.) Times-Journal. G. M. Dingman, Pres., St. Thomas, Ont.; C. D. Dingman, Pres., Stratford, Ont.

SIFTON NEWSPAPERS—Winnipeg (Man.) Free Press, Victor Sifton, Publisher; Grant Dexter, Editor; Regina (Sask.) Leader-Post, D. B. Rogers, Editor; P. B. Keffer, Gen. Mgr.: Saskatoon (Sask.) Star-Phoenix, Eric Knowles, Editor; R. M. Cantlon, Publisher. Victor Sifton, President, Leader-Post and of the Star-Phoenix. Newspapers are operated as autonomous units.

SOUTHAM NEWSPAPERS—Ottawa (Ont.) Citizen, Hamilton (Ont.) Spectator, Calgary (Alta.) Herald, Edmonton (Alta.) Journal, Vancouver (B. C.) Province, Winnipeg (Man.) Tribune, Medicine Hat (Alta.) News. Southam Co., Ltd., 1070 Bleury St., Montreal, Philip S. Fisher, President.

THOMSON DAILIES—Chatham (Ont.) Daily News; Galt (Ont.) Reporter; Guelph (Ont.) Daily Mercury; Kirkland Lake (Ont.) Northern Daily News; Orillia (Ont.) Packet and Times; Oshawa (Ont.) Daily Times-Gazette; Port Arthur (Ont.) News-Chronicle; Sarnia (Ont.) Canadian Observer; Timmins (Ont.) Daily Press; Welland-Port Colborne (Ont.) Tribune; Woodstock (Ont.) Sentinel-Review; Quebec (Que.) Chronicle-Telegraph; Moose Jaw (Sask.) Times-Herald; Prince Albert (Sask.) Daily Herald; Vancouver (British Columbia) News-Herald; St. Petersburg (Fla.) Independent; Roy H. Thomson, Pres.; S. L. McCabe, Asst. Gen. Mgr., 44 King St. West, Toronto, Ont. J. R. Hamilton, Mgr. Montreal National Advertising Office, 225 University Tower Bldg., Montreal, Quebec. The following papers of Scotland and England are published by this organization: The Scotsman; The Weekly Scotsman; The Evening Dispatch (all in Edinburgh, Scotland); and Canada Review (London, England, a weekly.

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS

Prepared by Prof. Roscoe Ellard in Charge of Instruction, Graduate School of Journalism, Columbia University, New York

I. AMERICAN JOURNALISM: EDITORIAL DEPARTMENT

1. ADVENTURE AND REMINISCENCE--

Author	Title	Publisher
Angoff, Charles (Ed.)	The World of George Jean Nathan	Alfred Knopf
Barker, Lilian	The Dionne Legend	Doubleday
Barnett, Lincoln	Writing on Life: 16 Closeups	Wm. Sloane Assoc.
§Bingay, Malcolm	Of Me I Sing	Bobbs-Merrill
Brown, John Mason	As They Appear	McGraw-Hill
Brown, Warren	The Chicago White Sox	G. P. Putnam
Buchanan, Lamont	The World Series and Highlights of Baseball	E. P. Dutton
Casey, Robert J.	More Interesting People	Bobbs-Merrill
*Christopher, Robert	Around The World On Eighty Dollars	Henry Holt
Cleveland, Charles	The Great Baseball Managers	Crowell
Daley, Arthur	Times at Bat--50 Years of Baseball	Random House
Daniels, Jonathan	Frontier On The Potomac	Macmillan
*David, Clyde B.	Eyes of Boyhood	J. B. Lippincott
*Delaplane, Stanton	Postcards From Delaplane	Doubleday
*Frenchen, Peter	Vagrant Viking	Julian Messner
Furman, Bess	Washington By-Line	Alfred Knopf
**Gardner, Hy	Champagne Before Breakfast	Henry Holt
Gauvreau, Emile	My Last Million Readers	E. P. Dutton
Graham, Frank	The New York Giants	G. E. Putnam
Green, Abel	The Spice of Variety	Henry Holt
Green, Abel and Laurie, Joe, Jr.	Show Biz	Henry Holt
Heath, S. Burton	Yankee Reporter	Wilfrid Funk
*Hill, George H.	Yankee Photographer	Coward McCann
Howe, Charles	This Place Called Kansas	Univ. Okla. Press
Hunt, Frazier	One American and His Attempt at Education	Simon-Schuster
**Hunt, Sir John	The Conquest of Everest	E. P. Dutton
**Izzard, Ralph	An Innocent on Everest	E. P. Dutton
Lait, Jack and Mortimer Lee	Chicago, Confidential	Crown
Laney, Al	Paris Herald: The Incredible Newspaper	Appleton-Century
*Laurie, Joe, Jr.	Vaudeville from the Honky-tonks to the Palace	Henry Holt
Lawrence, Jack	When the Ships Come In	Farrar-Rinehart
Lewis, Lloyd	It Takes All Kinds	Harcourt Brace
Mann, Arthur	Baseball Confidential	David McKay
Matthews, Herbert	Education of a Correspondent	Harcourt Brace
Marcosson, I. F.	Adventures in Interviewing	McBride
*McLemore, Henry	One of Us is Wrong	Henry Holt
*Morehouse, Ward	Just The Other Day	McGraw-Hill
**Putnam, Anne & Keller Allan	Madami	Prentice-Hall
Rascoe, Burton	We Were Interrupted	Doubleday
*Romero, Pepe	Mexican Jumping Bean	Putnam
Rosenstein, Jaik	Hollywood Legman	Madison Press, L. A.
Runyon, Damon, Jr.	Father's Footsteps	Randon House
Schurmacher, E. C.	Nothing's Sacred on Sunday	Thomas Crowell
Sevareid, Eric	In One Ear	Alfred Knopf
Shepard, Judy and Rosenfeld, Alvin	Ticket to Israel	Rinehart
Smith, Merriman	The President Is Many Men	Harper
Sontheimer, Morton	Newspaperman	Whittlesey House
Stabler, Norman	How to Read Financial News	Harper
*St. John, Robert	This Was My World	Doubleday
**St. John, Robert	Through Malan's Africa	Doubleday
*Stark, Freya	The Freya Stark Story	Coward-McCann
*Sutton, Horace	Confessions of a Grand Hotel (Waldorf Astoria)	Henry Holt
Sutton, Horace	Footloose in Switzerland	Rinehart
*Taylor, Deems	Some Enchanted Evenings	Harper
Thompson, Edward	Leg Man	E. P. Dutton
**Thompson, Era B.	Africa, Land of My Fathers	Doubleday
*Weisberger, Bernard	Reporters for the Union	Little Brown
Wilder, Robert	Out of the Blue	G. P. Putnam's
*Wilson, Earl	Look Who's Abroad Now	Doubleday
*Whitman, Howard	A Reporter in Search of God	Doubleday
*Wodehouse, P. G. and Bolton, Guy	Bring on the Girls	Simon Schuster

2. AGRICULTURAL JOURNALISM

Author	Title	Publisher
*Agricultural Leaders Digest	1953 County Agents Directory	139 No. Clark St. Chicago 2, Ill.
Beckmann, O Brien and Converse	Technical Journalism	Iowa State Coll.
Fox, Rodney	Agricultural and Technical Journalism	Prentice-Hall
Iowa State College	InFARMation Please	Ames, Iowa
Ward, William B.	Reporting Agriculture	Comstock Publishing Assoc., Cornell Univ.

3. ANALYZING JOURNALISM

Author	Title	Publisher
**APME	APME Red Book	Charles Honce, AP 50 Rockefeller Plaza, New York
**ASNE	Problems of Journalism	K. MacDonald, DesMoines Register and Tribune
Bird, George and Merwin, Fred	The Press and Society	Prentice-Hall
Brown, R. B. and Dowe, Jane	One Tenth for the Ladies	Boston University
§†Brucker, Herbert	Freedom of Information	Macmillan
**Coblentz, Edmond	Newsmen Speak	Univ. Calif. Pr.
Drewry, J. E.	Journalism at Mid-Century	Univ. Ga. Press
Fisher, Charles	The Columnists	Howell-Soskin
International Press Institute	The Professional Panels	I. P. I. Zurich, Switzerland

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Selected books are listed under the following headings in alphabetical order.

I. AMERICAN JOURNALISM: EDITORIAL DEPARTMENT
1. Adventure and Reminiscence
2. Agricultural Journalism
3. Analyzing Journalism
4. Art of Writing
5. Biography: Journalists
6. Business Journalism
7. Cartoons and Cartoonists
8. Censorship and Press Freedom: Communications
9. Collections: News, Features, Columns
10. Copyediting, Headlines, Makeup
11. Country Journalism
12. Critical Writing Background
13. Editorial Collections and Techniques
14. Ethics
15. Features, Articles, Columns
16. Fiction, Newspaper
17. Foreign Correspondence and Reminiscence
18. Foreign Language Press
19. Handbooks for the Newsroom
20. Histories: General and Specialized
21. Histories of Individual Newspapers
22. House Magazines
23. Libel and Copyright
24. Libraries, Newspaper
25. Negro Press
26. Opportunities in Journalism
27. Photography
28. Propaganda and Public Relations: Domestic
29. Propaganda: Foreign and Wartime
30. Public Opinion
31. Radio and Television
32. Religious Journalism
33. Reporting and Writing News
34. Women in Journalism

II. AMERICAN JOURNALISM: BACKGROUND BOOKS
35. The American Scene
36. Biography: Newsworthy Persons
37. Contemporary Problems
38. Corporation Economics
39. Economics: Domestic and International
40. Foreign Affairs
41. History
42. Internal Revenue
43. Labor, Social Security, Wages
44. Political Thought
45. Railroads: Economics and Transportation

III. AMERICAN JOURNALISM: ADVERTISING
46. Art and Layout
47. Copy
48. Classified
49. General
50. History and Biography
51. Psychology
52. Special Fields

IV. AMERICAN JOURNALISM: BUSINESS AND MECHANICAL
53. Accounting
54. Circulation and Promotion
55. Newspaper Making
56. Newsprint
57. Printing and Engraving

V. AMERICAN JOURNALISM: MAGAZINES AND BOOKS
58. Authorship
59. Biography
60. Book and Magazine Publishing

VI. FOREIGN JOURNALISM
61. British
62. French
63. German
64. Other Countries

Author	Title	Publisher
	ANALYZING JOURNALISM—Continued	
Janowitz, Morris	The Community Press in an Urban Setting	Free Press, Glencoe, Illinois
Liebling, A. J.	The Wayward Pressman	Doubleday
MacDougall, Curtis	Hoaxes	Macmillan
Mills, C. Wright	White Collar: The American Middle Class	Oxford Univ. Press
Mott, Frank L.	The News in America	Harvard Univ. Press
Nieman Fellows	Reading, Writing and Newspapers	Nieman Reports
Phillips, Cabell (Ed.)	Dateline Washington	Doubleday
Pool, I. DeSola	The "Prestige Papers": A Survey of Their Editorials	Stanford Univ. Pr.
Reschke, L. and A.	The Newspaper in the Classroom	No. Amer. Press Milwaukee
Rothenberg, I.	The Newspaper	Staples, Ltd.
*Seldes, George	Tell the Truth and Run	Greenberg, N. Y.
Speakers, Neb. Univ.	Toward a Profession of Journalism	Univ. Nebraska
Terrou, F. and Solal, L.	Legislation for Press, Film, Radio	Paris, UNESCO
UNESCO	Trade Barriers to Knowledge	Paris, UNESCO
§†Wolseley, R. and Campbell, L.	Exploring Journalism	Prentice-Hall

4. ART OF WRITING

Author	Title	Publisher
Brin, Joseph	Applied Semantics	Bruce-Humphries
Brittain, Vera	On Being an Author	Macmillan
Brooks, Cleanth, and Warren, Robert	Fundamentals of Good Writing	Harcourt Brace

**Published or revised in 1954. *Published or revised in 1953.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

Author	Title	Publisher
	ART OF WRITING—Continued	
Brown, Rollo	The Writer's Art	Harvard Univ. Pr.
Campbell, Walter	Writing Advice and Devices	Doubleday
Cather, Willa	On Writing	Knopf
**Chase, Stuart	Power of Words	Harcourt Brace
*Connolly, Cyril	Ideas and Places	Harper
**Crawford, Robt. P.	Techniques of Creative Thinking	Hawthorn Press
Egri, Lajos	Your Key to Successful Writing	Henry Holt
Ferris, Helen (Ed.)	Writing Books for Girls and Boys	Doubleday
Flesch, Rudolf	The Art of Clear Thinking	Harper
Flesch, Rudolf	The Art of Readable Writing	Harper
**Flesch, Rudolf	How to Make Sense	Harper
**Gowers, Sir Ernest	Plain Words: Their ABC	Knopf
*Grace, W. J. and J. C.	The Art of Communicating Ideas	Devin-Adair
Graves and Hodge	The Reader Over Your Shoulder	Macmillan
Gunning, Robert	The Technique of Clear Writing	McGraw-Hill
**Hayakawa, S. I.	Language, Meaning and Maturity	Harper
*Highet, Gilbert	People, Places, and Book	Oxford Univ. Pr.
§Hull, Helen	The Writer's Book	Harper
Hunt, Cecil	How to Write a Book	Philosophical Library, N. Y.
**Kiare, G. R. & Buck, Byron	Know Your Reader	Heritage House
*Laird, Charlton	The Miracle of Language	World Pub. Co.
Lait, Jack	A Practical Guide to Successful Writing	Knickerbocker
Leacock, Stephen	How to Write	Dodd, Mead
**Lederer, W. J.	Spare-Time Article Writing for Money	W. W. Norton
**Leggett, Mead & Charvat	Handbook for Writers	Prentice-Hall
Maugham, Somerset	A Writer's Notebook	Doubleday
§Maugham, Somerset	The Summing Up	Doubleday
Munson, Gorham	Writer's Workshop Companion	Farrar, Straus, Young
Orvis, Mary	The Art of Writing Fiction	Prentice-Hall
*Ralph, R. G.	Put It Plainly	Thomas Crowell
Roberts, Kenneth	I Wanted to Write	Doubleday
Tremaine, F. O.	Short Story Writing	Rodale Press

5. BIOGRAPHY: JOURNALISTS

Author	Title	Publisher
Adams, Samuel	Alexander Woollcott	Reynal Hitchcock
*Bigelow, D. N.	William Conant Church and The Army & Navy Journal	Col. Univ. Press
Britt, George	Forty Years, Forty Millions	Farrar Rinehart
Brower, E.	Champagne Cholly (Maury Paul)	E. P. Dutton
Brown, Francis	Raymond of the Times	W. W. Norton
Busch, Noel	Briton Hadden	Farrar Straus
Carlson, Oliver	Brisbane: A Candid Biography	Stackpole
Carlson, Oliver	The Man Who Made News (James Gordon Bennett)	Duell, Sloan, Pearce
*Carter, Hodding	Where Main Street Meets the River	Rinehart
Cobb, Irvin S.	Exit Laughing	Bobbs-Merrill
Copeland, Fayette	Kendall of the Picayune	Univ. Okla. Pr.
Cortissoz, Royal	Life of Whitelaw Reid	Scribner
‡Cox, James M.	Journey Through My Years	Simon-Schuster
Creel, George M.	Rebel at Large	G. P. Putnam's
Daniels, Josephus	Tar Heel Editor	Univ. No. Car.
Dennis, Charles	Victor Lawson	Univ. Chi. Press
Dennis, Charles	Eugene Field's Creative Years	Doubleday
Downey, Fairfax	Richard Harding Davis	Scribner
Drewry, John E.	Post Biogs. Famous Journalists	Univ. Ga. Press
Driscoll, Charles	Life of O. O. McIntyre	Greystone Press
Dunbar, Elizabeth	Talcott Williams	Stechert
Ellard, Roscoe (Ed.)	Walter Williams 1864-1935	Univ. Mo. Pub.
Fatout, Paul	Ambrose Bierce, The Devil's Lexicographer	Univ. Okla. Press
Fowler, Gene	Timberline	Doubleday
Garrison, W. P.	William Lloyd Garrison	Century
Hale, Wm. Harlan	Horace Greeley, Voice of the People	Harper
Heaton, Henry	A Scholar in Action: Edwin F. Gay	Harper
Heaton, J. L.	Cobb of the World	E. P. Dutton
**Hecht, Ben	A Child of the Century	Simon Schuster
Hoover, Merle M.	Park Benjamin, Poet & Editor	Col. Univ. Press
Howe, E. W.	Plain People	Dodd Mead
†Johnson, Gerald	An Honorable Titan (Ochs)	Harper
Johnson, Walter	Selected Letters of Wm. A. White	Henry Holt
Kelly, Fred C.	The Life and Times of Kin Hubbard: Creator of Abe Martin	Farrar, Straus, Young
Kramer, Dale	Heywood Broun	A. A. Wyn
Manchester, Wm.	Disturber of the Peace (Mencken)	Harper
Marcosson, Isaac	"Marse Henry" (Henry Watterson)	Dodd Mead
**Markham, James H.	Bovard of the Post-Dispatch	La. State Univ.
Mathias, Fred	The Amazing Bob Davis	Longmans-Green
McCabe, Charles R.	Damned Old Crank (E. W. Scripps)	Harper
McCrae, M. A.	Forty Years in Newspaperdom	McCann
Merriam, G. S.	Life and Times of Sam Bowles	Century
Miller, Lee G.	The Story of Ernie Pyle	Viking
Nixon, Raymond B.	Henry W. Grady	Alfred Knopf
Ogden, Rollo	Edwin Lawrence Godkin	Macmillan
Older, Fremont	My Own Story	Macmillan
**Patterson, Grove	I Like People	Random House
**Rice, Grantland	The Tumult and the Shouting	A. S. Barnes

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

Author	Title	Publisher
	BIOGRAPHY: JOURNALISTS—Continued	
**Richardson, James H.	For the Life of Me	Putnam's Sons
Rogers, Betty	Will Rogers	Bobbs-Merrill
*Roosevelt, Nicholas	A Front Row Seat	Univ. Okla. Press
Seitz, Don.	Joseph Pulitzer	Simon-Schuster
Smith, Henry Justin	Deadlines	Covici-Friede
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Arno, Peter	Ladies and Gentlemen	Simon-Schuster
Bailey, John (Ed.)	SEP Cartoons	E. P. Dutton
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Brown, Charles H.	News Editing and Display	Harper
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Hoch, Fred	Standard Book of Estimating for Printers	Printing Industry Of America
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Daiches, David	A Study of Literature	Cornell Univ.
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(Continued from page 307)

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Smallzreid, Kathleen	Press Pass	E. P. Dutton
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†Six titles suggested for general libraries for a constructive picture of the newspaper.
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§List suggested as purchasable for "approximately $200."

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(Continued on page 312)

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†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

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Baker, Ray Stannard	American Chronicle	Scribner
Beals, Carlton	Ten Years of Freelancing	J. B. Lippincott
Bok, Edward L.	Americanization	Scribner
**Chase, Edna and Ilka	Always in Vogue	Doubleday
Chenery, Wm. L.	So It Seemed	Harcourt Brace
Ellsworth, W. W.	A Golden Age of Authors	Houghton-Mifflin
Fleming, E. M.	Bowker: Militant Liberal	Univ. Okla. Press
Harper, J. H.	I Remember	Harper
Johnson, R. U.	Remembered Yesterdays	Century
Kramer, Dale	Ross of the New Yorker	Doubleday
Sedgwick, Ellery	The Happy Profession	Little-Brown
Tebbel, John	Lorimer and the SEP	Doubleday
Van Gelder, Robert	Writers and Writing	Scribner
Wheelock, John	Editor to Author	Scribner
	60. BOOK and MAGAZINE PUBLISHING	
Bakeless, John	Magazine Making	Viking
**Catton, Bruce (Ed.)	American Heritage	Simon Schuster
**Diringer, David	The Hand Produced Book	Philosoph. Libr.
Drewry, John	Contemporary American Magazines	Univ. Ga. Press
**Gingrich, Arnold	Esquire Treasury	Simon Schuster
Hamilton, Wm. B.	50 Years-South Atlantic Quarterly	Duke Univ. Press
*Mag. Pub. Assn.	Magazine Circulation Sales	232 Madison, N. Y.
**Miers, E. & Ellis, R.	Bookmaking & Kindred Amenities	Rutgers Univ.
Mott, Frank	History of American Magazines	Harv. Univ. Press
Sedgwick, Ellery	Atlantic Harvest	Little-Brown
Sheehan, Donald	This Was Publishing	Indiana Univ. Pr.
Shine and Hill	Quarterly Review: Gifford	Univ. No. Car.
Smith, Harrison	Main Street to Stockholm: Letters of Sinclair Lewis	Harcourt-Brace
**Thompson, Lovell & others	Youth's Companion	Houghton Mifflin
Weeks, Edward	This Trade of Writing	Little-Brown
Wolseley, Roland	The Magazine World	Prentice-Hall
Wood, James P.	Magazines in the U. S.	Ronald Press
	VI. FOREIGN JOURNALISM	
	61. BRITISH	
Aspinall, A.	Politics and the Press	Van Tal, Ltd.
*Benn Bros., London	Newspaper Press Directory 1953	John deGraff, Inc. N. Y.
Coase, R. H.	British Broadcasting	Harv. Univ. Press
Clarke, Tom	My Northcliffe Diary	Cosmopolitan
London Daily Mail	News in Our Times: 1896-1946	Assoc. Newspapers
Dawson, Thomas	Law of the Press	Staples Press
**Evans, Trevor (Ed.)	The Great Bohunkus (Ian Mackay)	W. H. Allen, London
Gibbs, Philip	Adventures in Journalism	Harper
**Gill, Leslie E.	Advertising and Psychology	Longmans
	BRITISH—Continued	
Hadley, W. W.	The Kemsley Manual	Cassell
**Harris, Wilson	Life So Far	London: Cape
Herd, Harold	March of Journalism	Macmillan
Innis, H. A.	The Press	Oxford Press, London
Jones, Sir Roderick	A Life in Reuters	Doubleday
*Lancaster, Osbert	All Done From Memory	Houghton-Mifflin
*Lewis, R. and Maude, A.	Professional People in England	Harv. Univ. Press
London Times Staff	History of the Times (4 vols)	Macmillan
Manchester Guardian	C. P. Scott: 1846-1942	Frederick Muller
**Minney, R. J.	Viscount Southwood	Odhams Press Ltd. London
Morison, Stanley	The English Newspaper	Macmillan
Nicholas, H. G.	The British Election (1950)	Macmillan
O'Donnell, Bernard	Cavalcade of Justice	Macmillan
O'Donnell, Bernard	The Old Bailey	Macmillan
**O'Sullivan, R.	The Defamation Act 1952	Sweet & Maxwell London
Reyner, J. H.	Modern Radio Communication	Pitman
Rigby, Charles	Staff Journalist	Pitman
*Ryan, A. P.	Lord Northcliffe	Macmillan
*Scott, J. Robertson	The Life and Death of a Newspaper: Pall Mall Gazette	Methuen Ltd.
Storey, Graham	Reuters	Crown
Steed, Wickham	The Press	Harmondsworth
Williams, Valentine	World of Action	Houghton-Mifflin
	62. FRENCH	
Bourquin, Jacques	La Liberte de la Presse	Presses Universitaires de France
Cordier, F. S.	La Radio Reflet de Notre Temps	Editions Internat.
Hatin, Louis	Histoire, Politique, Litteraire de la Presse en France	Paris
L'Echasseur	Dans le Maquis de la Presse	Editions Mosanes, Namur
Manevy, R.	Histoire de la Presse 1914-39	Editions Correa
Mitton, Fernand	Le Presse Francaise	Guy le Prat, Paris
Polowski, Jacques	La Presse, la Propagande et l'Opinion Publique sous l'Occupation	Center du Document, Paris
Sudre, Rene	Le Huitieme Art (la Radio)	Juillard, Paris
Terrou, F.	Economie et Legislation de la Presse	Les Coeurs de Droit
Thevenot, J.	L'Age de la Television	Editions Ouvrieres
	63. GERMAN	
Boemer, Karl	Handbuch de Weltpresse	Armanen-Verlag
Grother, Otto	Die Zeitung	Benscheimer
Hagemann, Walter	Die Zeitung als Organismus	Kurt Vonwinckel, Heidelberg
**Kurth, Karl	Handbook of the Displaced Persons' Press	Kitzingen-Main: Holzner-Verlag
**Pilgert, Henry	Press, Radio & Film in West Germany	U. S. High Commnr. for Germany
	64. OTHER COUNTRIES	
Avis-Aarbogen	1948 Newspaper Yearbook	Schultz-Farlag, Copenhagen
Azikiwe, Nnamdi	The Suppression of the Press in British West Africa	African Book Co. Onitcha, Nigeria
Banner, Franklin	A Study of the Australian Press	Pa. State Coll.
Barnes, Margharita	The Indian Press	Macmillan
Bbatnagar, R. R.	Rise and Growth of Hindi Journalism: 1826-1945	Kitab-Mahal
Cimorra, Clementi	Historia del Periodismo	Editorial Atlantida, Buenos Aires
*Coker, Increase	70 Years of the Nigerian Press	Box 139 Daily Times Lagos, Nigeria
Grasses, Pedro (Ed.)	Materiales para la Historia del Periodismo en Venezuela	Universidad Central Caracas
Indian Press Pub. Madra	Indian Press Yearbook	585 Pycrofts Rd., Madras 5, India
*Internat. Press Inst.	The News From Russia	IPI, Zurich, Swit.
Internat. Press Inst.	Improvement of Information	IPI, Zurich, Swit.
Japan. Newsp. Pub.	The Japanese Press, 1952	Nippon Times, Tokio
Malgeri, A.	l'Occupazione di Milano e la Liberazione	Editori Associati, Milan
Mayer, George	El Derecho Publico de Prensa '46	Univ. Buenos Air.
**McFadden, Tom	Daily Journalism in the Arab States	Ohio State Univ.
**Newspaper Publishers Association	Japanese Press 1954	Tokyo, Japan
Suaree, Octavio de la	Socioperiodismo	Cultural, Havana
Suaree, Octavio de la	Moraletica del Periodismo	Cultural, Havana
Schneider, Maarten	The Netherlands Press Today	E. J. Brill, Leyden
Torres, Teodoro	Periodismo Mexicano	Botas, Mex. City
Tcechoslovak Journalists	La Presse et les Journalistes	Prague
Valenzuela, Jesus	Hist. of Jour. in Philippines	Author, Manila
Vargas, Martinez	Periodismo en Bolivia	Imprenta, Univ. Cochabamba
*Wolseley, Roland (Ed.)	Journalism in Modern India	Asia Pub. House Bombay
Yutang, Lin	Public Opinion in China	Chi. Univ. Press

SCHOOLS AND DEPARTMENTS OF JOURNALISM

AGRICULTURE AND MECHANICAL COLLEGE OF TEXAS, College Station, Texas. General enrollment for first semester, 6,198. Department of Journalism. Faculty: Prof. Donald D. Burchard, A.M., head of department.

ALABAMA, UNIVERSITY OF, Tuscaloosa, Ala. 1954; On-campus enrollment first semester, 9,014. Dept. of Journalism. C. E. Bounds, M.A., professor and head. Graduated in Journalism (1953-54): 14 bachelors, 1 master.

ARIZONA, UNIVERSITY OF, Tucson, Arizona. General enrollment first term 5,300. Department of Journalism. Douglas D. Martin, professor and head; Enrollment: 118; majors, 40. B.A. degree with major in Journalism. Graduated (1952-53): 56.

ARKANSAS, UNIVERSITY OF, Fayetteville, Ark. General enrollment for first semester, 4,200. Department of Journalism. Faculty: J. A. Thalheimer, M.A., professor and chairman of the department; Graduated in Journalism last year (1953-54): 11 bachelors.

BAYLOR UNIVERSITY, Waco, Texas. General enrollment for first quarter, 4800. Department of Journalism. William J. Thomas, Ph.D., professor of journalism and chairman of department.

BOSTON UNIVERSITY, Boston, Mass. General enrollment for the fall semester, 22,758. Division of Journalism. Joseph A. Del Porto, B.A., M.A., Ph.D., professor of journalism and division chairman. Enrollment: professional, 162; non-professional, 200; special, 5. Graduated in Journalism last year (1953-54): 36 bachelors; 9 masters.

BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio. General enrollment for the first semester, 3878. Department of Journalism. Jesse J. Currier, M.A., professor and Chairman of the Department. Graduated in journalism (1951-52): 20.

BRADLEY UNIVERSITY, Peoria, Ill. Department of Journalism, organized in 1920, Sue Maxwell, Ph.D., chairman. Seventeen courses in journalism, representing 50 semester hours. B.S. degree.

BRIGHAM YOUNG UNIVERSITY, Provo, Utah. General enrollment first quarter, 7,212. Department of Journalism. Oliver R. Smith, A.B., Ph.D., associate professor, chairman of the department. Graduated in journalism last year (1953-54): 10 bachelors, 1 master.

BUTLER UNIVERSITY, Indianapolis, Ind. General enrollment first semester 3,760. Department of Journalism. Rosamond Risser Jones, A.B., M.A., acting head of department. Graduated in journalism last year (1952-53): 19 bachelors of science, 7 bachelors of arts.

CALIFORNIA, UNIVERSITY OF, Berkeley, California. Total enrollment fall semester 15,327. Philip F. Griffin, M.A., Ph.D., associate professor and chairman of department. Graduated in journalism last year (1953-54): 41 bachelors; 3 masters.

CALIFORNIA, UNIVERSITY OF, Los Angeles, California. General enrollment for fall semester, 13, 397. Graduate Department of Journalism. Joseph A. Brandt, B.A., A.B., B.Litt., LL.D., professor and chairman of the department. Graduated in 1954, 14 masters.

COLORADO, UNIVERSITY OF, Boulder, Colo. General enrollment for Fall semester: 9,067. College of Journalism. A. Gayle Waldrop, M.A., D. Litt., director of the college and professor of journalism. Enrollment: professional, 67; pre-professional, 126. Graduate students, 2. Special students, 2. Graduates, 1953: 28.

COLUMBIA UNIVERSITY, New York, N. Y. Graduate School of Journalism. Carl W. Ackerman, A.B., A.M., B.Litt., LL.D., Dean, Professor of Journalism.

CREIGHTON UNIVERSITY, Omaha, Nebr. General Enrollment First Semester, 2,465. Department of Journalism. Rev. R. C. Williams, S.J., A.M., director of the department. Graduated in Journalism last year: 8 bachelors.

DENVER, UNIVERSITY OF, Denver, Colo. General enrollment First quarter 5,524. Journalism. Wilson B. Key, Jr., acting chairman of department. Graduated in journalism last year (1953-54): 6 bachelors.

DRAKE UNIVERSITY, Des Moines, Iowa. General enrollment for first semester, 2,500. Department of Journalism. R. M. Bliss, acting head of the department. Graduated in journalism last year (1953-54): 20.

DUQUESNE UNIVERSITY, Pittsburgh, Pa. General enrollment for first semester, 3,685. Department of Journalism. Associate Professor Cornelius S. McCarthy, B.S., M.E., coordinator of department. Enrollment; professional, 145. (Instruction begins in freshman year.)

FLORIDA STATE UNIVERSITY, Tallahassee, Fla. School of Journalism. General enrollment 6,044 for first semester. Laurence R. Campbell, Ph.D., Dean. Graduated in journalism (1953-54) M.A., 4; B.S., 9; B.A., 4. Enrollment: professional, 29; pre-professional, 69.

FLORIDA, UNIVERSITY OF, Gainesville, Fla. General Enrollment fall semester, 10,000. School of Journalism. Rae O. Weimer, professor of journalism and director of the school. Graduated in journalism last academic year (1953-54): 36 BS; 3 MA.

FRESNO STATE COLLEGE, Fresno, California. General enrollment first semester 3,300. Department of Journalism. Faculty: Paul V. Sheehan, A.B., A.M., Ph.D., professor and chairman of the department. Graduates in journalism (1953-54), 13.

GEORGE WASHINGTON UNIVERSITY, Washington, D. C. General enrollment for the first term, 8,545. Department of Journalism. Elbridge Colby, Ph.D., professor and executive officer of the department. Enrollment: professional, 65; graduated in journalism last year, 20.

GEORGIA, UNIVERSITY OF (Henry W. Grady School of Journalism), Athens, Ga. General enrollment for first term, 4,602. School of Journalism. John E. Drewry, A.B., B.J., A.M., professor of journalism and dean of the school. Enrollment: professional, 86; pre-professional, 85. Graduated in journalism (1952-53): 1 master, 58 bachelors.

HOUSTON, UNIVERSITY OF, Houston, Tex. General enrollment for first term, 13,361. School of Journalism and Graphic Arts. Faculty: Bruce Underwood, M.A., associate professor of journalism and director. Graduated in journalism and graphic arts last year, 14.

IDAHO STATE COLLEGE, Pocatello, Idaho. General enrollment for first semester, 1,517. The division of journalism. Wallace E. Garets, M.S., assistant professor and director. Enrollment in journalism: professional, 22; pre-professional. 42 Graduated in journalism last year (1953-54). Journalism, 5.

IDAHO, UNIVERSITY OF, Moscow, Idaho. General enrollment for first semester, 3,193. Department of Journalism. Granville Price, Ph.D., professor and chairman. Enrollment in journalism; professional, 14; pre-professional, 25. Graduated in journalism last year (1953-54): 4.

ILLINOIS, UNIVERSITY OF, Urbana, Ill. General enrollment for the first semester, 21,128 (1953). School of Journalism and Communications. Fredrick S. Siebert, A.B., J.D., professor of journalism and director of the school. Enrollment: professional, 215; graduate, 34. Graduated in journalism last year (1952-53): 101 bachelors.

INDIANA UNIVERSITY, Bloomington, Ind. General enrollment for first semester, 12,432. Department of Journalism. John E. Stempel, M.S., professor of journalism and chairman of the department. Graduated in journalism last year (1953-54): 31 bachelors; 1 masters.

IOWA STATE COLLEGE, Ames, Iowa. General enrollment for first quarter, 8,250. Department of Journalism. K. R. Marvin, B.S., M.S., professor and head of department. Graduated in journalism last year (1953-54): 25 bachelors, 1 master, 2 Ph.D.

IOWA, STATE UNIVERSITY OF, Iowa City, Iowa. General enrollment for first semester, 7,686. School of Journalism, Leslie G. Moeller, B.A., professor and director. Graduated in journalism in 1954: 44 bachelors; 10 masters; 3 doctors.

KANSAS STATE COLLEGE OF AGRICULTURE AND APPLIED SCIENCE, Manhattan, Kans. General enrollment for first semester, 5,052. Department of Journalism: R. R. Lashbrook, B.S., M.S., professor and head of the department. Graduated in journalism last year (1953-54): 23 bachelors.

KANSAS, UNIVERSITY OF, Lawrence, Kansas. General enrollment for the first semester, 7,500. William Allen White School of Journalism and Public Information. Burton W. Marvin, M.Sc., professor of journalism and dean. Graduated in journalism last year (1953-54): 22 bachelors, 1 graduate.

KENT STATE UNIVERSITY, Kent, Ohio. General enrollment for first quarter, 6,100. School of Journalism. William Taylor, M.A., professor and chairman of the school of journalism. Graduates in journalism last year (1953-54): 15.

KENTUCKY, UNIVERSITY OF, Lexington, Ky. General enrollment for first semester, 6,126. School of Journalism. L. Niel Plummer, Ph.D., professor and director of the School. Graduated in journalism last year (1953-54): 20 bachelors.

LEHIGH UNIVERSITY, Bethlehem, Pa. General enrollment for first semester, 3,085. Division of Journalism. Joseph B. McFadden, assistant professor and head of journalism division. Graduates in journalism last year (1953-54): 3.

LINCOLN UNIVERSITY, Jefferson City, Mo. General enrollment for first semester, 860. School of Journalism. Armistead S. Pride, A.B., M.A., M.S.J., Ph.D., dean. Graduated in journalism (1954): 4.

LONG ISLAND UNIVERSITY, Brooklyn 1, N. Y. General enrollment for first semester, 2,300. Department of Journalism: Theodore E. Kruglak, B.A., M.A., professor and chairman of the department.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. General enrollment for first semester, 8,323. School of Journalism. Marvin G. Osborn, A.M., professor of journalism and director of the school. Graduated in journalism last year (1953-54): 12 bachelors; 2 masters.

LOYOLA UNIVERSITY OF THE SOUTH, New Orleans, La. Department of Journalism. General enrollment for second semester (1953-1954), 2,784. Chariman, Rev. John A. Toomey, S.J., A.M. Enrollment: professional, 27.

MAINE, UNIVERSITY OF, Orono, Maine. General enrollment for first semester, 3,000. Department of Journalism. Brooks W. Hamilton, A.B., assistant professor and head of department. Graduated in journalism last year: 3.

MARQUETTE UNIVERSITY, Milwaukee, Wis. General enrollment for first semester, 8,224. College of Journalism. J. L. O'Sullivan, B.J., professor of journalism and dean of the college. Graduated in journalism last year, 56 bachelors; 4 masters.

MARSHALL COLLEGE, Huntington, West Virginia. General enrollment for fall semester: 2,926 on campus and 460 by extension. Department of Journalism. W. Page Pitt, M.S.J., professor and head of the department. Graduated in journalism (1953-54): A.B. (with certificate in journalism): 7 Enrollment in journalism classes in September, 1954; 133; journalism majors: 59.

MARYLAND, UNIVERSITY OF, College Park, Md. Enrollment, first semester 1953-54, 10,647. Department of Journalism and Public Relations. Faculty: Alfred Crowell, professor, head of department; Graduated in Journalism, 1953-54, 10.

MIAMI, UNIVERSITY OF, Coral Gables, Fla. General enrollment for Fall semester, 10,139. Department of Journalism. Simon Hochberger, B.J., A.M., professor and chairman of department. Graduated in journalism (1954): 25.

MICHIGAN STATE COLLEGE, East Lansing, Mich. General enrollment for first semester, 10,419. Department of Journalism. A. A. Applegate, M.A., professor of journalism and head of the department. Graduated in journalism last year, 87.

MICHIGAN, UNIVERSITY OF, Ann Arbor, Mich. General enrollment for first semester, 22,250. Department of Journalism. Wesley H. Maurer, A.B., B.S., B.J., professor and chairman of the Department. Graduates (1954): 20 bachelors (9 women, 11 men) (11 certificated); masters (2 years), 2.

MINNESOTA, UNIVERSITY OF, Minneapolis, Minn. General enrollment for first term, 19,600. School of Journalism. Ralph D. Casey, Ph.D., director and professor of journalism. School of Journalism enrollment: 46 graduate students, 5 special students, 157 upperclass professional students; 84 pre-professional students; 349 total number of students attending one or more journalism classes. Graduated in journalism last year (1953-54): 13 graduate degrees; 71 bachelor of arts degrees.

MISSISSIPPI SOUTHERN COLLEGE, Hattiesburg, Miss. Department of Journalism, organized in 1947. Leo C. Muller, M.Ed., chairman. B.A. and B.S. degree with major in journalism. Enrollment for 1951-52; professional, 28.

MISSISSIPPI, UNIVERSITY OF, Oxford, Mississippi. General enrollment of the university. 2,340. Enrollment: professional, 97. Graduated in journalism (1953-54): 12.

MISSOURI, UNIVERSITY OF, Columbia, Mo. General enrollment first semester, 7,379. School of Journalism. Earl Franklin English, A.B., B.S., A.M., Ph.D., Dean of the Faculty and professor. Enrollment: 179 upperclass; 64 graduates; B.J. (1954), 108; 16 graduate degrees.

MONTANA STATE UNIVERSITY, Missoula, Montana. General enrollment for first semester, 2,484. O. J. Bue, MSJ, Acting Dean and professor of Journalism. Enrollment 115. Graduated in journalism last year (1953-54): 13 bachelors.

NEBRASKA, UNIVERSITY OF, Lincoln 8, Nebraska. General enrollment for first semester, 7,200. School of Journalism. William F. Swindler, Ph.D., professor and director of the school. Enrollment: professional, 55; pre-professional, 100. Graduated in journalism (1953-54): 31.

NEVADA, UNIVERSITY OF, Reno, Nevada, General enrollment for first semester, 1,500. Department of Journalism. A. L. Higginbotham, M.A., professor of journalism and chairman of the department; Enrollment: professional, 20; pre-professional, 35; miscellaneous, 45. Graduated in journalism last year (1954-55): 5 bachelors.

NEW MEXICO, UNIVERSITY OF, Albuquerque, New Mexico. General enrollment for semester 1, 1954, 4,400. Department of Journalism, Keen Rafferty, B.A., professor and chairman of department. Graduated in journalism, June 1954, 7 majors, all bachelors.

NEW YORK UNIVERSITY, New York, N. Y. Total general enrollment for last year, 56,575 (approx.). Department of Journalism. John Tebbel, Ph.D., professor and chairman of the department. Enrollment: professional, approx. 228. Graduates in journalism last year (1953-54): 38 bachelors.

NORTH CAROLINA, UNIVERSITY OF, Chapel Hill, N. C. General enrollment for first semester, 6,061. School of Journalism. Norval Neil Luxon, B.S., M.A., Ph.D., professor of journalism and dean of school. Enrollment: professional. 43. Graduated in journalism last year (1953-1954). 43 bachelors.

NORTH DAKOTA, UNIVERSITY OF, Grand Forks, N. D. Gerneral enrollment of civilian students, 2,700, first semester. Department of Journalism. Faculty: Professor Alvin E. Austin, B.A., head of department. Graduates last year 1953:10.

NORTH TEXAS STATE COLLEGE, Denton, Tex. General enrollment for first semester, 139. Department of Journalism. Enrollment: professional, 87; pre-professional, 52. Graduated in journalism (1951-52): 20.

NORTHWESTERN UNIVERSITY, Evanston, Ill. (The Medill School of Journalism). Kenneth E. Olson, M.A., LL.D., professor of journalism and dean: Graduated in journalism last year (1953-54): 48 masters; 69 bachelors.

NOTRE DAME, UNIVERSITY OF, South Bend, Indiana. General enrollment for first semester, 5,382. Department of Journalism. Thomas J. Stritch, A.M., head. Graduated in journalism in June, 1953: 24 bachelors.

OHIO STATE UNIVERSITY, Columbus, Ohio. General enrollment for first quarter, 20,063. School of Journalism. James E. Pollard, M.A., Ph.D., professor of journalism and director of the school. Enrollment: professional, 130; pre-professional, 100; miscellaneous, 65. Graduated in journalism last year (1953-54): 33 bachelors.

OHIO UNIVERSITY, Athens, Ohio. General enrollment for first semester, 5,100. School of Journalism. L. J. Hortin, M.A., Litt.D., professor of journalism and director of the school. Graduated in journalism last year (1953-54): 30 bachelors; 4 masters.

OHIO WESLEYAN UNIVERSITY, Delaware, Ohio. General enrollment for fall semester, 1,996. Department of Journalism. Verne E. Edwards, Jr., M.S., assistant chairman. Enrollment: 27 majors, 62 others. Graduated in journalism last year, 5.

OKLAHOMA AGRICULTURAL AND MECHANICAL COLLEGE, Stillwater, Okla. General enrollment for first semester, 9,422 students. Department of Technical Journalism. Clement E. Trout, B.S., M.S., professor of journalism and head of department. Enrollment; professional, 46, pre-professional, 65; service courses, 175. Graduated in journalism, (53-54); 18 bachelors; 3 masters.

OKLAHOMA BAPTIST UNIVERSITY, Shawnee, Okla. General enrollment for first semester, 1,074. Enrollment: pre-professionals, 21.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Oklahoma. General enrollment for first semester, 2,854. Professional: 16; pre-professional: 30; miscellaneous: 15.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. General enrollment for first semester, 9,103. Fayette Copeland, Ph.D., director. Enrollment: professional, 134; pre-professional, 54; miscellaneous, 74. Graduated in journalism last year (1952-53); 51 bachelors.

OMAHA, UNIVERSITY OF, Omaha, Nebraska. General enrollment for first semester, 1,900. Department of Journalism. Clifford L. Ellis, A.B., A.M., assistant professor and acting chairman of the department. Journalism enrollment, 55. Graduated in Journalism (1953-54): 11 bachelors.

OREGON, UNIVERSITY OF, Eugene, Oregon, General enrollment for first term, 4,471. School of Journalism. Gordon A. Sabine, Ph.D., dean and professor. Enrollment: Professional graduate, 20. Professional, 69. Graduated in journalism last year, 13 bachelors, 1 masters.

PENNSYLVANIA STATE UNIVERSITY, State College, Pa. General enrollment for the first semester, 11,685 on campus; 1,301 attending Penn State Centers. Department of Journalism. Franklin Banner, B.J., B.A., M.A., R.I.J., professor of journalism and director of the department. Enrollment; professional, 131; pre-professional, 135; miscellaneous, 145. Graduated in journalism last year, 70 bachelors.

PITTSBURGH, UNIVERSITY OF, Pittsburgh 13, Pa. General enrollment, 20,000. Division of Journalism. Enrollment: 184; majors, 49; minors, 16. Graduated, 41; A.B. degrees; 32 men and 9 women.

RIDER COLLEGE, Trenton, N. J. General enrollment for the first semester, 1,604. Division of Journalism. Frederick L. Ferris, Ph.B., A.M., head of the division of journalism. Enrollment: professional, 75; pre-professional, 56. Number of graduates last year, 26.

RUTGERS UNIVERSITY, the State University of New Jersey. New Brunswick, N. J. General enrollment for first semester, 4,500. School of Journalism. Frederic E. Merwin, Ph.D., professor of journalism and director of the school. Enrollment: professional, 48, pre-professional, 27. Graduated in journalism last year (1953-54): 33 bachelors.

ST. BONAVENTURE UNIVERSITY, St. Bonaventure (near Allegany), N. Y. General enrollment for first semester, 1,600. Department of Journalism. Russell J. Jandoli, M.A., M.S., professor and chairman of the department. Enrollment: professional, 38. Graduated in journalism last year: 6 bachelors.

SAN JOSE STATE COLLEGE, San Jose, California. General enrollment for first semester, 7,000. Department of Journalism and Advertising. Dwight Bentel, M.A., Ed.D., professor of journalism and head of the department. Enrollment: professional, 95; pre-professional, 80; miscellaneous, 20. Graduated in journalism (1952-53): 40.

SIMMONS COLLEGE, Boston, Mass. (School of Publication). General enrollment of the college in 1954-55 is 1,442. The enrollment in the School of Publication in 1954-55 is 76. Raymond F. Bosworth, M.A., professor of English and director of the School of Publication. (In June, 1954, B.S. degrees were awarded to 19 graduates of the school.)

SOUTH CAROLINA, UNIVERSITY OF, Columbia, S. C. General enrollment for first semester, 4,317, including all departments. Ross P. Schlabach, Jr., dean and professor of journalism. Enrollment: 81 professional. Graduated in journalism this year (1954): 11 bachelors of journalism.

SOUTH DAKOTA STATE COLLEGE, Brookings, S. D. General enrollment for first quarter, 1,863. Department of Printing and Journalism. George H. Phillips, M.S., professor and head of department. Enrollment: professional journalism, 44; printing- and journalism, 14; pre-professional journalism, 14; printing, 36; miscellaneous, 80. Graduated in journalism last year (1953-54): 21 bachelors.

SOUTH DAKOTA, UNIVERSITY OF, Vermillion, S. D. General enrollment for first semester, 1,425. Department of Journalism. E. G. Trotzig, A.B., A.M., professor and head of the department. Graduated in journalism last year (1953-54): 5 bachelors.

SOUTHERN CALIFORNIA, UNIVERSITY OF, Los Angeles, Calif. General enrollment for the fall term, 10,906. School of Journalism. Frederic C. Coonradt, M.A., assistant professor, acting director; Enrollment: professional, 44, pre-professional, 57. Graduates in journalism during 1953, 18.

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Illinois. Department of Journalism. General enrollment for the first semester, 4,200. Howard Rusk Long, Ph.D., Chairman of Department. Graduated in Journalism (1950-52): 5. Enrollment: professional, 25; pre-professional, 56; miscellaneous, 12. Graduated in Journalism, (1953-54): 8.

SCHOOLS AND DEPARTMENTS OF JOURNALISM—Continued

SOUTHERN METHODIST UNIVERSITY, Dallas 5, Texas. General enrollment for first semester, 4,520. Department of Journalism. E. L. Callihan, B.J., M.S.J., chairman of the department. Enrollment: professional, 38; pre-professional, 37. Graduated in journalism last year (1953-54), 20 bachelors.

STANFORD UNIVERSITY, Stanford, California. General enrollment for Autumn quarter, 7,247. Institute for Journalistic Studies, Chilton R. Bush, Ph.D., professor of journalism and director of the Institute. Enrollment: professional, 55. Graduated in journalism last year (1953-54); 24 bachelors; 15 masters.

SYRACUSE UNIVERSITY, Syracuse, N. Y. General enrollment for first semester, 12,817. School of Journalism. Wesley C. Clark, Ph.D., dean of the school and professor of journalism. Graduate, professional, 45; undergraduate, professional, 50; undergraduate pre-professional, 227; miscellaneous, 365. Graduates in journalism last year (1953-54): 23 masters, 34 bachelors.

TEMPLE UNIVERSITY, Philadelphia, Pa. General enrollment for first semester, 15,204. Department of Journalism and Communications. J. Douglas Perry, A.B., A.M., professor of journalism and head of the department. Enrollment; professional, 79; pre-professional, 140. Graduated in journalism last year (1953-54): 31.

TENNESSEE, UNIVERSITY OF, Knoxville, Tenn. General enrollment for fall quarter, 8,485. Department of Journalism. Willis C. Tucker, B.A., M.A., professor of journalism and head of the department. Enrollment: professional, 88; pre-professional, 37; miscellaneous, 40. Graduated in journalism last year (1954): 14 bachelors.

TEXAS CHRISTIAN UNIVERSITY, Fort Worth, Texas. General enrollment for first semester, 4,000. Department of Journalism. Warren K. Agee, M.A., assistant professor of journalism and chairman of the department. Enrollment: professional, 23; pre-professional, 29; miscellaneous, 45. Graduated in journalism last year (1953-54): 9 bachelors.

TEXAS STATE COLLEGE FOR WOMEN, Denton, Texas. General enrollment for first semester, 1800. Department of Journalism. Frank C. Rigler, professor and director. Enrollment: professional, 35; pre-professional, 25; miscellaneous, 8. Graduated in journalism last year (1953-54): 13 bachelors.

TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Texas. General enrollment for first semester 6,236. Department of Journalism. William E. Hall, B.A., M.S., Ph.D., associate professor of journalism and head of department. Enrollment: professional, 44; pre-professional, 16; special, 4. Graduates in journalism (1953-54): 13 bachelors.

TEXAS, UNIVERSITY OF, Austin, Texas. General enrollment for the first semester, 15,928. School of Journalism. Director: Paul J. Thompson. Enrollment: Graduate students, 17; senior and junior professional journalism students, 130; pre-professional journalism students, 102; miscellaneous students, 127. Graduated in journalism last year (1954), 44.

TULANE UNIVERSITY, New Orleans, La. General enrollment for Fall semester, 5,819. Department of Journalism. George E. Simmons, B.J., M.A., professor of journalism and head of department. Enrollment: professional, 20; miscellaneous, 7.

TULSA, UNIVERSITY OF, Tulsa, Okla. General enrollment for the first semester, 4,250. Department of Journalism. Ed. H. Johnson, B.A., M.A., assoc. prof. and head of dept. Enrollment: professional, 76; miscellaneous, 35. Graduated in journalism (1953-54) 18.

UTAH STATE AGRICULTURAL COLLEGE, Logan, Utah. Cumulative enrollment, 4,284. Division of Journalism. Carlton Culmsee, B.S., M.A., Ph.D., professor and head of division. Enrollment: professional, lower division, 35; upper division, 21; miscellaneous, 115. Graduated with B.S., 1954, 5. Normal distribution of graduates; 66 per cent men.

UTAH, UNIVERSITY OF, Salt Lake City, Utah. General enrollment for the first quarter, 7,800. Department of Journalism. Enrollment: professional; 46; pre-professional, 37; miscellaneous, 20. 5 bachelor degress and 1 master degree. Graduated in journalism (1953-54), 199.

WASHINGTON AND LEE UNIVERSITY, Lexington, Va. Department of Journalism (Lee Journalism Foundation). O. W. Riegel, M.A., professor of journalism and director of the department.

WASHINGTON STATE COLLEGE, Pullman, Wash. General enrollment for fall semester, 5,056. Journalism sequence within department of English. L. E. Buchanan, Ph.D., professor and chairman of department. Journalism majors, 25; graduated 1954, 10.

WASHINGTON UNIVERSITY St. Louis, Mo. General enrollment for Fall term, 5,338. Bachelor of Arts program with journalism major. James N. McClure, M.B.A., associate professor. Enrollment: professional, 18; pre-professional, 15.

WASHINGTON, UNIVERSITY OF, Seattle, Wash. General enrollment for Autumn, 1954, 13,675. Robert S. Mansfield, M.A., professor and acting director of the school. Enrollment: professional, 162; pre-professional, 202; non-major, 390. Graduated in Communications last year (1953-54), 44 bachelors.

WAYNE UNIVERSITY, Detroit, Michigan. General enrollment for first semester (1954-55), 17,650. Department of Journalism. Sprague Holden, A.B., A.M., professor of journalism and chairman. Enrollment: Total in all journalism courses—110, journalism majors—58. Graduated as journalism majors last year (1953-54): 24 bachelors.

WEST VIRGINIA UNIVERSITY, Morgantown, W. Va. General enrollment for the first semester, 5,463. School of Journalism. P. I. Reed, Ph.D., professor of journalism and director of the school. Enrollment: professional, 32; pre-professional, 53; miscellaneous, 0. Graduated in journalism last year (1953-54): 19 bachelors.

WICHITA, THE MUNICIPAL UNIVERSITY OF, Wichita, Kans. General enrollment, 3,885. Department of Jounalism. Enrollment; professional, 60. Graduated in journalism last year (1953-1954): 4 bachelors.

WISCONSIN, UNIVERSITY OF, Madison 6, Wis. General enrollment for first semester, 13,954. School of Journalism. Ralph O. Nafziger, Ph.D., professor of journalism and director of the school. Enrollment; professional, 129; pre-professional, 128. Class enrollment, 618. Graduated in journalism last year (1953-54): 51 bachelors, 11 masters, 2 doctors.

DEPARTMENT OF AGRICULTURAL JOURNALISM, UNIVERSITY OF WISCONSIN. General enrollment for first semester, 13,954. Bryant Kearl, Ph.D., associate professor and chairman of the department. Enrollment: 35; class enrollment: 300; graduated in agricultural and home economics journalism last year (1953-54): 15 bachelors, 6 masters.

WYOMING, UNIVERSITY OF, Laramie, Wyo. General enrollment for first semester, 76. Department of Journalism. Enrollment: professional, 46 (13 freshmen, 14 sophomores, 11 juniors, 8 seniors.) Journalism graduates last year: 8.

CANADA

KING'S COLLEGE, UNIVERSITY OF, Halifax, Nova Scotia. Department of Journalism. Frank W. Doyle, Director of Studies, associate managing editor of The Halifax Chronicle-Herald.

CARLETON COLLEGE, Ottawa, Ontario, General enrollment, winter session 1954-55: 495. Department of Journalism. Wilfrid Eggleston, M.B.E., B.A., professor and director of the department. Enrollment: 50. Graduated in Journalism (1953-54): 19 bachelors.

RYERSON INSTITUTE OF TECHNOLOGY, Toronto, Ontario. General enrollment for academic year 1953-54, day and night schools, 5,600. Department of Journalism, School of Graphic Arts. Edward Parker, B.A., director of courses in journalism, advertising and printing. Enrollment, day: 80; evening: 80.

WESTERN ONTARIO, UNIVERSITY OF, London, Ontario. General enrollment for the first term, 3,600. Department of Journalism. J. Leslie Wild, B.A., professor and head of the department. Enrollment: professional, 29; pre-professional, 22; miscellaneous, 54. Graduated in journalism (1953-54): 10.

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CANTON ADVERTISING CLUB—Pres.: Gervis S. Brady, The Timken Roller Bearing Co., 1835 Deuber Avenue, S. W.; Sec.: Pauline Regula, Canton Containers, Inc., 1101 Ninth Street, S. E.

THE ADVERTISERS' CLUB OF CINCINNATI—Pres.: Sidney R. Best, Perry-Brown, Inc., 2831 Vernon Place (19); Exec. Sec.: Mrs. Rose S. Bower, 227 Sheraton-Gibson Hotel; Sec.: William D. Zaeh, Powell & White Ptg. & Pub. Co., 409 York Street (14).

THE JUNIOR ADVERTISING CLUB OF CINCINNATI—Pres.: James A. Jacobs, Leonard M. Sine, & Associates, Inc., 22 West 7th Street (2); Sec.: Marilynn Muth, Farson, Huff & Northlich, 708 Dixie Terminal Building (2).

THE CLEVELAND ADVERTISING CLUB—Pres.: Carl F. Toll, The Sherwin-Williams Co., 101 Prospect Avenue (1); Exec. Sec.: Horace C. Treharne, The Cleveland Adv. Club, Hotel Statler (15).

THE WOMEN'S ADVERTISING CLUB OF CLEVELAND—Pres.: Marion S. Powell, Fuller & Smith & Ross, Inc., 1501 Euclid Avenue (15); Sec.: Mrs. Gay T. Kropp, Cleveland Better Business Bur., 345 Hanna Building (15).

THE ADVERTISING CLUB OF THE COLUMBUS CHAMBER OF COMMERCE—Pres.: Reg Testement, Byer and Bowman Adv. Agency, 66 S. Sixth Street; Exec. Sec.: Gale Dodrill, Columbus Chamber of Commerce, 30 East Broad Street (16).

DAYTON ADVERTISING CLUB—Pres.: Marvin S. Burick, Liberal Markets, Inc., 230 Concord Street (8); Sec.: Elizabeth U. Blom, The Gallaher Drug Company, 301 East First Street (2).

MANSFIELD ADVERTISING CLUB—Pres.: Will M. Kline, Westinghouse Electric Corp., 246 East Fourth Street; Sec.: John W. Hammer, Mansfield Tire and Rubber Co., 515 Newman.

MARION SALES-AD CLUB—Pres.: John House, Berlou Manufacturing Co., 421 Monroe Avenue; Sec.: Jack E. Lautenslager, Marion Chamber of Commerce, 136 East Center Street.

ADVERTISING CLUB OF TOLEDO—Pres.: John I. Carr, Owens-Illinois Glass Company, 14th and Adams Streets; Sec.: Don J. Mills, Toledo Chamber of Commerce, 218 Huron Street.

WOMEN'S ADVERTISING CLUB OF TOLEDO—Pres.: Kay Quealy, The Toledo Blade, 541 Superior Street (4); Sec.: Polly Lee, The Toledo Blade, 541 Superior Street (4).

OKLAHOMA

OKLAHOMA CITY ADVERTISING CLUB—Pres.: Ray Ackerman, Knox-Ackerman Associates, 313 N. W. Fourth Street; Sec.: Merial Angelo, Angelo Advertising, 223½ N. W. First Street.

TULSA ADVERTISING FEDERATION—Pres.: Mrs. Phyllis Edmonds, Home Federal Svgs. & Loan Assn., 23 East Third Street (3); Sec.: Edwin S. Vincil, The Vincil Company, 12 North Main Street (3).

OREGON

LANE ADVERTISING & SALES CLUB—Pres.: Herb Michael, KERG, 13th and Willamette; Sec.: Mrs. Mary White, Tiffany Davis Drugs, 8th and Willamette.

OREGON ADVERTISING CLUB—Pres.: Ru Lund, Moore and Lund, 617 Cascade Building (4); Exec. Sec.: Mrs. Ruth Fetta, Oregon Advertising Club, 318 Times Building (4).

WOMEN'S ADVERTISING CLUB OF PORTLAND—Pres.: Mrs. Ilene Rose, Vitaminerals Distributors, 425 Morgan Building (5); Sec.: Mrs. Bernice Buhite, Buhite Upholstering, 9605 S. W. Canyon Road (1).

PENNSYLVANIA

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ADVERTISING CLUB OF HARRISBURG—Pres.: David J. Bennett, WTPA-TV, Hoffman and Alrichs Streets; Sec.: Mrs. Patricia Gardner, Bowman's Department Store, Inc., 314 Market Street.

ADVERTISING CLUB OF JOHNSTOWN—Pres.: Raymond B. Johnson, Johnson Heating & Appliance Co., 633 Horner Street; Sec.: James C. Ream, Johnstown Poster Adv. Co., 301 Central Avenue.

POOR RICHARD CLUB—Pres.: John La Cerda, John La Cerda Agency, 1500 Walnut Street (7); Mgr.: Judson R. Clayton, Poor Richard Club, 1319 Locust Street (7); Sec.: Earl H. Weaverling, The Bell Telephone Co., 1835 Arch Street (3).

PHILADELPHIA CLUB OF ADVERTISING WOMEN—Pres.: Mrs. Mabel Baudoux, Mabel Baudoux Direct Mail Adv., 1214 Walnut Street (7); Sec.: Marian B. Rowell, Telephone-Secretary Service, 1015 Chestnut Street (7).

PITTSBURGH ADVERTISING CLUB—Pres.: Arthur Dimond, H. J. Heinz Company, Box 57 (30); Sec.: Polly Reilly, The Bell Telephone Co. of Pa., Box 34 (30).

SCRANTON ADVERTISING & SALES CLUB—Pres.: Bert Oliver, Radio Station WSCR, 116 Adams Avenue; Sec.: Frances M. Reardon, The American Company, Chamber of Commerce Bldg.

ADVERTISING CLUB OF WILKES-BARRE—Pres.: John G. Melan, Wilkes-Barre Publishing Co., 15 N. Main Street; Sec.: Mrs. Blanche Reese, Reese Drug Store, 8 S. Main Street.

ADVERTISING CLUB OF YORK—Pres.: Herman E. Greiman, Wolf Supply Company, 465 Prospect Street; Sec.: Lois C. Householder, Jno. E. Graybill & Co., Inc., 135 E. Philadelphia Street.

RHODE ISLAND

ADVERTISING CLUB OF THE PROVIDENCE. CHAMBER OF COMMERCE—Pres.: H. William Coulthurst, Anson, Inc., 24 Baker Street (5); Sec.: William B. Spencer, Providence Chamber of Commerce, P. O. Box 1337 (3).

WOMEN'S ADVERTISING CLUB OF PROVIDENCE—Pres.: Ruth M. Webber, Oakes Co., Inc., 383 Westminster Street (3); Sec.: Hazel Price, Dunlap-Price, Inc., 49 Westminster Street (3).

TENNESSEE

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ADVERTISING CLUB OF MEMPHIS—Pres.: Herbert W. Tushingham, Memphis Publishing Company, 495 Union Avenue; Sec.: Mrs. Janie Holaday, Memphis Publishing Company, 495 Union Avenue.

NASHVILLE ADVERTISING FEDERATION—Pres.: George R. Hill, General Shoe Corporation, General Shoe Building; Exec. Sec.: Dorothy Thompson, Nashville Adv. Federation, 353 Maxwell House Hotel; Sec.: Kate Talbot, Commerce Union Bank, Union and Fourth.

TEXAS

ADVERTISING CLUB OF AMARILLO—Pres.: E. A. Martin, Globe-News Publishing Co., Box 2091; Sec.: Shirley Dobbs, White and Kirk, 518 Polk Street.

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ADVERTISING CLUB OF CORPUS CHRISTI—Pres.: Henry O. Schlenk, Better Business Bureau, 509 Lawrence Street; Sec.: Leon Hughes, Corpus Christi Caller-Times, P. O. Box 2191.

DALLAS ADVERTISING LEAGUE—Pres.: Clifton Blackmon, First Nat'l. Bank in Dallas, 1401 Main Street (2); Sec.: Will H. Rogers, Southwestern Bell Tel. Co., 308 South Akard Street (1).

ADVERTISING CLUB OF FORT WORTH—Pres.: James Matthews, Washer Bros., Eighth and Main Streets; Exec. Sec.: Mrs. Lyle McCalbe, Chamber of Commerce, 114 East Eighth Street; Sec.: James M. Brown, Everybody's Store, 111 N. Houston.

HOUSTON ADVERTISING CLUB—Pres.: D. A. Heard, Gulf Oil Corp., P. O. Box 2140; Sec.: Mrs. Ruth McLain Graham, Houston Advertising Club, 1705 Main Street (2).

ADVERTISING CLUB OF LUBBOCK—Pres.: Rex Webster, Craig & Webster Adv. Agency, 22 Park Place; Sec.: Patsy Smith, Hanna-Pope and Company, 1111 Broadway.

SAN ANGELO ADVERTISING CLUB—Pres.: Leonard Ray Elkins, Dr. Pepper Bottling Co., 505 N. Oakes; Sec.: Mrs. Mirl Gunn, Newcomer Hostess Service, 2203 West Avenue L.

SAN ANTONIO ADVERTISING CLUB—Pres.: L. Roland Landers, Southwestern Bell Tel. Co., P. O. Box 2540 (5); Exec. Sec.: William B. Arnold, Weekly Dispatch, P. O. Box 1538 (6).

STARR, CAMERON, HIDALGO, WILLACY COUNTIES—RIO GRANDE VALLEY ADVERTISING CLUB—Pres.: Ross Garman, Terry-Farris Stores, Inc., McAllen, Texas; Sec.: Welch Richardson, Richardson Adv. Agency, 750 West Levee, Brownsville, Texas.

ADVERTISING CLUB OF WACO—Pres.: Ray L. Hicks, Southwest Advertising Agency, 3620 Franklin Avenue; Sec.: John E. Clarks, Radio Station WACO, 3620 Franklin Avenue.

UTAH

OGDEN ADVERTISING & SALES CLUB—Pres.: John W. Sullivan, The Standard-Examiner, Kiesel Building; Sec.: Al Pietschman, C. C. Anderson Company.

SALT LAKE ADVERTISING CLUB—Pres.: S. John Schile, KUTV, Television Center (1); Sec.: Bernice K. Bywater, 6496 S. Orchard Drive, Bountiful, Utah.

VIRGINIA

LYNCHBURG ADVERTISING & SALES CLUB—Pres.: Wilda Vehlow, Anderson's Piggly Wiggly Super Markets, 1305 Main Street (1); Sec.: Ruby A. Burford, Letter Shop, Carroll Hotel.

ADVERTISING CLUB OF HAMPTON ROADS—Pres.: Bill Bright, Franklin Printing Co., 216-25th Street; Sec.: Andrew J. Bachman, Nachman's Department Store.

ADVERTISING CLUB OF NORFOLK—Pres.: Daniel Goldman, Cavalier Advertising Agency, 3rd Floor, Nusbaum Bldg. (10); Sec.: Mrs. Joe Brown, The Navy Guide Magazine, Helena Bldg., Plume Street.

ADVERTISING CLUB OF RICHMOND, INC.—Pres.: F. Byers Miller, Dean, School of Business Admin., University of Richmond; Sec.: Vincent M. Montsinger, Jr., Retail Merchants' Assn., 1900 Central Nat'l. Bank Bldg.

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WASHINGTON

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ADVERTISING & SALES ASSOCIATION OF SPOKANE, INC.—Pres.: Hal Bacon, Hal Bacon Advertising, 414 Mohawk Building; Sec.: Mrs. Mona LaDow, Adv. & Sls. Assn. of Spokane, 119 North Post No. 3.

TACOMA ADVERTISING & BUSINESS WOMEN—Pres.: Mrs. Margaret Kulgren, 852 South 70th Street.

WEST VIRGINIA

THE ADVERTISING CLUB OF HUNTINGTON—Pres.: George R. Andrick, Radio Station WSAZ, 201 Ninth Street; Sec.: Charles Dinkins, Radio Station WSAZ, 201 Ninth Street.

THE ADVERTISING CLUB OF WHEELING—Pres.: J. Richard Sonneborn, The Hub, 14th and Market Streets; Sec.: Mrs. Charlotte Freeman, The Credit Bureau, Inc., 208 Laconia Building.

WISCONSIN

MADISON ADVERTISING CLUB—Pres.: Frank R. Lathers, Arthur Towell, Inc., 119 Monona Avenue; Sec.: Marvel Ings, Wisconsin Motor Carriers, One West Main Street.

MILWAUKEE ADVERTISING CLUB—Pres.: Vernon S. Mullen, Jr., Miller Brewing Company, 4002 W. State Street; Exec. Sec.: Mrs. Eunice Schmitt, Milwaukee Advertising Club, 740 N. Plankinton Ave. (3); Sec.: George L. Staudt, Harnischfeger Corp., 4400 W. National Ave.

WOMEN'S ADVERTISING CLUB OF MILWAUKEE, INC.—Pres.: Loretto J. Fox, The Falk Corporation, 3001 West Canal Street (8); Sec.: Dorothy V. Helms, Bert S. Gittins Advertising, 739 N. Broadway (2).

FOX VALLEY ADVERTISING CLUB—Pres.: Arthur J. Danley, Four Wheel Drive Auto Co., Clintonville, Wisconsin; Sec.: Harold A. Anderson, Geer-Murray Company, Oshkosh, Wisconsin.

ADVERTISING CLUB OF RACINE—Pres.: Peter E. Swinscoe, Color Arts, Inc., 1251 Mound Avenue; Sec.: Mrs. Jay Price Ruffo, Western Advertising Agency, 610 Wisconsin Avenue.

CANADA

SALES & ADVERTISING CLUB OF BELLEVILLE—Pres.: Ed Littlejohn, Bakelite Company of Canada, Ltd.; Sec.: Frank C. Murray, Radio Station CJBQ.

BRANTFORD SALES & ADVERTISING CLUB—Pres.: Ray Krieger, Frieger's Radio Sales, R. R. 4; Sec.: A. E. Quinlan, The Canada Permanent Trust Co., P. O. Box 116.

ADVERTISING & SALES BUREAU OF CALGARY—Chm.: Don Hartford, Radio Station CFAC, 1006 Greyhound Building; Sec.: A. Neil Leighton, Calgary Chamber of Commerce, 120 Seventh Avenue, West.

ADVERTISING & SALES CLUB OF CHATHAM—Pres.: Lyle D. Preston, Preston & Peat Management Svc., 401 St. Clair Street; Sec.: Lionel Jones, Mid-City Appliances, 37 Fourth Street.

ADVERTISING & SALES EXECUTIVES CLUB OF EDMONTON—Pres.: R. Douglas Byers, Allstate Insurance Company, 10184 - 101 Street; Sec.: T. A. Shandro, 1 McDougall Court.

GUELPH SALES & ADVERTISING CLUB—Pres.: William Heaslip, Matthews-Wells Co., Ltd., 101 Exhibition Street; Sec.: Angelo Longo, Montreal Life Insurance Co., 59 Franklin Avenue.

HALIFAX ADVERTISING & SALES CLUB—Pres.: G. Philip Backman, The Wood Bros. Co., Ltd., Granville Street; Sec.: A. Ray Beaton, Superline Oils, Ltd., 100 Sackville Street.

ADVERTISING & SALES CLUB OF HAMILTON—Pres.: J. Frank Stephenson, Kraft Containers, Ltd., Cavelle Avenue; Sec.: Harold E. Dennison, Russell T. Kelley, Ltd., 447 Main Street, East.

WOMEN'S ADVERTISING & SALES CLUB OF HAMILTON—Pres.: Margaret E. Leitch, Rotary Club of Hamilton, Royal Connaught Hotel; Sec.: Muriel McGarvie, Studebaker Corp. of Canada Ltd., Ferrie Street, East.

THE ADVERTISING & SALES CLUB OF KINGSTON—Pres.: Herman Dardick, Artistic Ladies Wear, 94 Princess Street; Sec.: W. J. Sutcliffe, The Kingston Whig Standard Co., 302 King Street.

THE KITCHENER-WATERLOO SALES & ADVERTISING CLUB—Pres.: Leon Perras, London Life Insurance Co., 8 Water Street, N.; Sec.: Ross Hahn, Greb Shoe Co., Ltd., 72 St. Leger Street.

ADVERTISING & SALES CLUB OF LONDON—Pres.: Ted Mara, Mara's Limited, Dundas Street; Bus. Mgr.: Harold W. Donahue, 267 Dundas Street.

ADVERTISING & SALES EXECUTIVES CLUB OF MONTREAL—Pres.: R. S. White, Gazette Printing Co., Ltd., 1000 St. Antoine Street; Sec.: Ryva Wolfe, Suite 31-Sheraton Mt. Royal.

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NATIONAL

AGRICULTURAL PRESS ASSOCIATION of CANADA. Headquarters Address: 137 Wellington St. West, Toronto. J. S. Kyle, The Country Guide, Winnipeg, President; P. H. Butler, The Maritime Farmer, Saint John, N. B., Vice-President; L. H. Meyer, Le Bulletin des Agriculteurs, Montreal, Vice-President; H. F. Weld, Farmer's Advocate & Canadian Countryman, London, Vice-President; D. V. McLeod, Farmer's Magazine, Toronto, secretary; I. D. Carson, 137 Wellington St., W., Toronto, Manager. Executive Board: R. C. Brown, The Country Guide, Winnipeg; H. B. Donovan, Jr., Donovan Pubns., Toronto; R. G. Horton, The Country Guide, Winnipeg; Tom McGoey, Le Bulletin des Agriculteurs, Montreal; E. J. Weld, Farmer's Advocate & Canadian Countryman, London. Elections held June 1st.

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION Headquarters Address: 139 N. Clark, Chicago 2, Ill.—J. O. Matlick, Editor, Kentucky Farmer, Louisville, Ky., president; Robert H. Reed, Editor, Country Gentlemen, Philadelphia, Pa., vice-president; C. L. Mast, Jr., Agricultural Leaders' Digest, Chicago 2, Ill., secretary-treasurer.

AMERICAN ASSOCIATION OF ENGLISH-JEWISH NEWSPAPERS —Box 2973, Miami, Fla. Fred K. Shochet, Box 2973, Miami, Fla., president; J. I. Fishbein, Leo H. Frisch and Albert W. Golomb, vice-presidents; Adolph Rosenberg, Recording secretary; Mrs. M. Milton Singer, corresponding secretary; Abraham Slabot, treasurer. Elections held May of each year.

AMERICAN ASSOCIATION of SCHOOLS and DEPARTMENTS of JOURNALISM—Gordon Sabine, Oregon University, president; James Pollard, Ohio State University, vice-president; Elmer F. Beth, Kansas University, Lawrence, secretary-treasurer; Raymond B. Nixon, Minnesota University, editor of the Journalism Quarterly. AASDJ is a Coordinate Member of the Association for Education in Journalism, Roscoe Ellard, Columbia University, president; Elmer F. Beth, Kansas University, Lawrence, secretary-treasurer. Election about September 1.

AMERICAN ASSOCIATION of SUNDAY AND FEATURE EDITORS—Arch C. Luther, Sunday editor, Inquirer, Philadelphia, president; Max Kohnop, Sunday Editor, Daily News, Dayton, O., treasurer; Stanley Horstman, This Week Magazine, 420 Lexington Ave., New York, secretary. Elections held, December 1, 1954.

AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION—Headquarters Address: Marvin W. Topping, Executive Secretary, 726 Jackson Place N. W. Washington 6, D. C. Francis C. Pray, University of Pittsburgh, Pittsburgh 13, Penna., president; Bradford D. Ansley, Emory University, Emory University, Ga., president-elect; Marvin G. Osborn, Jr., Washington University, St. Louis, Mo., secretary-treasurer; Rev. Arthur L. Dussault, S.J., Gonzaga University, Spokane, Wash., vice-president for districts and membership; Lynn D. Poole, The Johns Hopkins University, Baltimore, Md., vice-president for publications and association services; James Jordan, State University of Iowa, Iowa City, Iowa, vice-president for sections; Jesse R. Long, University of Toledo, Toledo, Ohio, editor, College Public Relations Quarterly; William E. Kevs, University of Texas, Austin, Tex., editor Newsletter. Elections held June 22, 1954.

AMERICAN COUNCIL on EDUCATION for JOURNALISM—Edward Lindsay, Herald and Review, Decatur, Ill., representing A.S.N.E., president; Walter White, Star, Lincoln, Neb., representing A.N.P.A., vice-president; Fred Siebert, School of Journalism and Communications, University of Illinois, Urbana, Ill., representing A.A.S.D.J., secretary-treasurer; A. E. Larsson, Townsman, Wellesley, Mass., and Clinton Loomis, Citizen, La Grange, Ill., representing N.E.A.; Rex Howell, KFXJ, Grand Junction, Colo, representing N.A.R.T.B., Holt McPherson, Enterprise, High Point, N.C., representing S.N.P.A.; L. M. White, Ledger, Mexico, Mo., representing I.D.P.A.; Ralph D. Casey, University of Minnesota, Minneapolis, Minn., representing A.A.S.D.J.; Dwight Bentel, San Jose State College, San Jose, Calif., and D. D. Burchard, Texas A. & M., College Station, Tex, representing A.S.J.S.A.; John Stemple, Indiana University, Bloomington, Ind., and Gayle Waldrop, University of Colorado, Boulder Colo., representing A.E.J. Elections held April 23, 1954.

AMERICAN LEGION PRESS ASSOCIATION—Headquarters Address: 700 N. Pennsylvania St., Indianapolis 6, Ind.; Charles R. Bitter, 639 Mapleton Ave. Boulder, Colo., president; Jack R. C. Cann., P.O. Box 1055, Indianapolis 6, Ind., secretary-treasurer; Nat Jaslow, Brooklyn, N. Y. Ernest H. Talbot, Oaklyn, N. J. "Doc" C. L. Wiley, Chicago, Ill., Phil Chain, Los Angeles, Calif., vice-presidents. Elections held Aug. 29, 1954.

AMERICAN MARKETING ASSOCIATION—Headquarters Address: Room 607, 1525 East 53rd Street, Chicago 15, Ill., Thomas G. MacGowan, Firestone Tire & Rubber Co., Akron, Ohio, president; Hugh G. Wales, University of Illinois, Urbana, Ill., secretary; Ira D. Anderson, Northwestern University, Evanston, Ill., Arno H. Johnson, J. Walter Thompson Company, New York, N. Y.; William R. Spurlock, Eli Lilly & Company, Indianapolis, Ind., vice-presidents. Charles W. Smith, McKinsey & Company, New York, New York, treasurer; Albert W. Frey, Dartmouth College, Hanover, New Hampshire, editor-in-chief, Journal of Marketing. Elections held April annually.

AMERICAN NEWSPAPER GUILD, THE—99 University Place, New York 3, N. Y., Joseph F. Collis, president; Ralph B. Novak, executive vice-president; William J. Farson, secretary-treasurer.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York 17, New York; Richard W. Slocum, Philadelphia (Pa.) Bulletin, president; William Dwight, Holyoke (Mass.) Transcript-Telegram, vice president; W. J. Blackburn, London (Ont.) Free Press, secretary; W. L. Fanning, Westchester County Publishers, White Plains, N.Y., treasurer; Cranston Williams, American Newspaper Publishers Association, 370 Lexington Avenue, New York 17, New York, general manager. Elections held April 22, 1954.

AMERICAN PAPER and PULP ASSOCIATION—Headquarters Address: 122 E. 42 St., New York, D. S. Leslie, Hammermill Paper Co., Erie, Pa., president; E. W. Tinker, 122 East 42nd St., New York, executive secretary & treasurer. Elections held February.

AMERICAN SOCIETY of JOURNALISM SCHOOL EDUCATORS—Quintus Wilson, Utah University, president; Wallace Biggs, Wyoming University, vice-president; Alfred Crowell, Maryland University, deputy secretary-treasurer. ASJSA is a Coordinate Member of the Association for Education in Journalism, Roscoe Ellard, Columbia University, president; Elmer F. Beth, Kansas University, Lawrence, secretary-treasurer. Election about September 1.

AMERICAN SOCIETY of NEWSPAPER EDITORS, THE—Headquarters Address: Alice Fox Pitts, Box 1053, Wilmington 99, Delaware; James S. Pope, Courier-Journal and Louisville Times, president; Kenneth MacDonald, Des Moines Register and Tribune, 1st vice-president; Jenkin Lloyd Jones, Tulsa Tribune, 2nd vice-president; George W. Healy, Jr., New Orleans Item, secretary; Virginius Dabney, Richmond Times-Dispatch, treasurer. Elections held April 17, 1954.

AMERICAN WAR CORRESPONDENTS ASSOCIATION—5 East 51st St., New York; Burnet Hershey, 16 E. 65th St., New York, president; Theodore H. White, and Gill Robb Wilson, New York, vice-presidents; Victor Bienstock, JTA, 660 First Avenue, New York, secretary; Bill Miller, Time Magazine, Life Bldg., 9 Rockefeller Plaza, New York, treasurer.

ASSOCIATED COURT & COMMERCIAL NEWSPAPERS, INC.—Headquarters address: 1473 Redondo Ave., Salt Lake City 5, Utah. Webster Woodmansee, The Daily Reporter, 424 E. Wells St., Milwaukee, Wis., president; Warren E. Maul, Finance and Commerce, 320 S. 4th St., Minneapolis, Minn., 1st vice-president; H. O. Warming, St. Paul Legal Ledger, 500 Robert St., St. Paul 1, Minn., Allan Clevenger, The Daily Journal, 1217 Welton St., Denver, Colo., secretary-treasurer; Directors: Dorothy V. Dallas, Daily Courts Reporter, 124 East Third St., Dayton, Ohio; and Lanning Macfarland, Daily Law Bulletin, 34 N. La Salle St., Chicago, Ill.; G. A. Coup, Miami Review, 25 SW 2nd Ave., Miami 36, Fla., executive secretary.

ASSOCIATED NEGRO PRESS, 3531 South Parkway, first floor, Chicago 15, Ill.—C. A. Barnett, president; I. Roland, secretary; E. M. Barnett, treasurer; James J. Foree, Chief Copy Desk, Washington Bureau, 1915-14th St., N.W., Washington, D. C. Gladys P. Graham, New York City representative; also representatives in: London, England, Monrovia, Liberia, Accra, Gold Coast, Lagos, Nigeria, Kingston, Jamaica, Panama City and Port-au-Prince, Haiti.

ASSOCIATED PRESS, THE—General Office, 50 Rockefeller Plaza. Robert McLean, The Evening Bulletin, Philadelphia, President; Lloyd Stratton, secretary; R. R. Booth, treasurer; Kent Cooper, executive director; Frank J. Starzel, general manager; Lloyd Stratton, Oliver Gramling, assistant general managers; Alan J. Gould, executive editor, 50 Rockefeller Plaza, New York 20, N. Y. Elections held April each year.

ASSOCIATED PRESS MANAGING EDITORS' ASSOCIATION, Inc.—Vincent S. Jones, Gannett Newspapers, president; V. M. Newton, Jr., managing editor, Tampa Tribune, vice-president; Frank Eyerly, managing editor, Des Moines Register and Tribune, secretary; Murray Powers, managing editor, Akron Beacon-Journal, treasurer; Coleman A. Harwell, editor, Nashville Tennessean, Chairman 1955 Continuing Studies; Michael J. Ogden, managing editor Providence Journal & Bulletin, vice-chairman 1955 Continuing Studies. Elections held November 19, 1954.

ASSOCIATED PRESS NEWS EXECUTIVES of CALIFORNIA and NEVADA—Headquarters Address: Home newspaper of chairman. Until June, 1955, chairman; Warner Jenkins, Alhambra; vice-chairman: Ted Durein, Monterey; secretary-treasurer, Larry Sisk, San Diego Tribune. Elections held June, 1954.

ASSOCIATION for EDUCATION in JOURNALISM—Roscoe Ellard, Columbia University, president; Kenneth Marvin, Iowa State College, first vice-president; Norval Neil Luxon, North Carolina University, second vice-president; Elmer F. Beth, Kansas University, Lawrence, secretary-treasurer; Raymond B. Nixon, Minnesota University, editor of the Journalism Quarterly. Coordinate Members: American Association of Schools and Departments of Journalism, Gordon Sabine, Oregon University, president; and American Society of Journalism School Administrators, Quintus Wilson, Utah University, president. Elections held about September 1.

ASSOCIATION OF BETTER BUSINESS BUREAUS, INC. — 723 Chrysler Bldg., New York 17, N. Y.; William G. Paul (President, Los Angeles Stock Exchange, Los Angeles, Calif.), Chairman; David C. Corbin, (President, City Chevrolet Co., Akron, Ohio), Vice-Chairman; Victor H. Nyborg, (Full-time President, Association of Better Business Bureaus, Inc., New York City), President, Hugh R. Jackson (President, New York City Better Business Bureau), Treasurer; George V. Morse, Jr. (Manager, Better Business Bureau, Memphis, Tenn.), Secretary. Elections held May.

ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS —Headquarters Address: 244 Madison Ave., N. Y. 16, N. Y., Walter J. Gardner, president; E. J. Loranger, 244 Madison Ave., New York 16, secretary-treasurer. Elections held Nov. 10th, 1954.

ASSOCIATION OF PETROLEUM WRITERS—Russell B. Palmer, Petroleum World and Oil, Los Angeles, president; LeRoy Menzing, Fort Worth Star-Telegram, vice-president; Clarence Mantooth, Tulsa World, Tulsa, secretary-treasurer; Henry D. Ralph, Oil & Gas Journal, Tulsa, chairman of executive committee; Helen E. Brown, Oil & Gas Journal, Tulsa, assistant secretary-treasurer. Elections held Nov. 7, 1954.

AUDIT BUREAU of CIRCULATIONS—Headquarters Address: 123 N. Wacker Drive, Chicago 6, Ill. John H. Platt, Kraft Foods Company, Chicago, Ill., chairman of the board; Stanley R. Clague, Modern Hospital Publishing Co., Inc., Chicago, secretary; James N. Shryock, 123 North Wacker Drive, Chicago, president and managing director. Elections held October 22, 1954.

AVIATION WRITERS ASSOCIATION—Headquarters Address: 600 York Road, Jenkintown, Penna. LeRoy Whitman, Editor Army, Navy, Air Force Journal, Washington 9, D. C., president; David R. Wallin, St. Louis Post Dispatch, 7331 Bruno Ave., St. Louis 7, Mo., first vice-president; Ross Willmot, 21 Hargrove Lane, Toronto, Ontario, Canada, second vice-president; Vern Haugland, Aviation Writer, Associated Press, 219 Holmes Run Rd., Falls Church Va., third vice-president; Leslie V. Spencer, vice-president, The Albert Woodley Co., 155 E. 44th Street, New York, 17, N. Y., Treasurer; Ralph H. McClarren, 600 York Road, Jenkintown, Pa., Executive-Secretary; George H. McLaughlin, Technical Editor, Aero Digest, 515 Madison Avenue, New York, N. Y., historian; Harry Lever, Staff Writer, Evening Star, 1101 Pennsylvania Ave., NW, Washington 4, D. C.; Ralph G. Platt, aviation editor, Cleveland News, Cleveland 14, Ohio past president, Executive Secretary's office is located at 600 York Road, Jenkintown, Pennsylvania. Elections held June, 1954.

BASEBALL WRITERS' ASSOCIATION of AMERICA—Headquarters Address: 235 East 45th St., New York 17, N. Y. Shirley Povich, Washington Post, president; Lyall Smith, Detroit Free Press, vice-president; Ken Smith, New York Mirror, secretary-treasurer. Elections held Oct. 1, 1954.

BUREAU of BROADCAST MEASUREMENT, THE—Headquarters Address: 85 Richmond St. West, Toronto 1, Ont., Canada. Charles R. Vint, Colgate-Palmolive Ltd., 84 Colgate Ave., Toronto 8, Ont., president; Horace N. Stovin, Horace N. Stovin & Co., 80 Richmond St., W., Toronto 1, Ont., vice-president; directors: William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; Neil Morrison, Canadian Broadcasting Co., P.O. Box 86, Ottawa, Ont.; A. M. Sanderson, Whitehall Pharmacal 9 Canada Ltd., P.O. Box 27, New Toronto, Toronto 14, Ont.; G. Frank Mills, Spitzer & Mills, Ltd., 50 King St. West, Toronto 1, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., 1315 Yonge St., Toronto 5, Ont., George S. Bertram Swift Canadian Co., Ltd., Toronto 9, Ont.; Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto 2, Ont. Charles J. Follett, Association of Canadian Advertisers, 85 Richmond St. West, Toronto 1, Ont., executive-secretary and treasurer. Research & Development Director: Clyde H. McDonald, 85 Richmond St., West, Toronto 1, Ont. Elections held March, 1954.

CALIFORNIA-NEVADA STATE ASSOCIATED PRESS ASSOCIATION—Headquarters Address: P.O. Box 3554, San Francisco 19, Calif. Kenneth S. Conn, San Jose (Calif) Mercury-News, chairman; Deane Funk, Santa Monica (Calif) Outlook, vice-chairman; Tom Hennion, Tulare (Calif) Advance-Register, secretary-treasurer. Elections held Feburary 4, 1954.

CANADIAN CIRCULATIONS AUDIT BOARD, INC:—Headquarters Address: 701 Federal Building, Toronto 1, Ont. E. H. Woodley, Northern Electric Co. Ltd., Montreal, Ont., president; H. G. Dighton, Hydro-Electric Power Commission of Ontario, vice-president; J. A. M. Galilee, 701 Federal Bldg., Toronto 1, Ont., general manager and secretary; E. Salmond, Monetary Times Printing Co. of Canada Ltd., Toronto, Ont., treasurer. Elections held February.

CANADIAN PRESS, THE—Headquarters Address: 55 University Ave., Toronto 1, Ont. R. J. Rankin, Halifax Mail-Star, Halifax, N.S., president; Gillis Purcell, The Canadian Press, Toronto, Ont., general manager and secretary; Charles Bruce, The Canadian Press, Toronto, Ont., general superintendent. Elections held April 20, 1955.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—Central Office, Toronto, Ont., Headquarters Address: 62 Richmond St. W. Toronto, Ont., William Telfer, managing director; W. B. Sawdon, Sackville, N. B., president. Elections held September 14, 1955.

CATHOLIC PRESS ASSOCIATION of the UNITED STATES, INC., THE—Headquarters Address: 150 East 39th St., New York 16, N.Y. Charles J. McNeill (General Manager, Geo. A. Pflaum, Publ., Inc., 38 West 5th St., Dayton, Ohio). President; Very Reverend Msgr. John S. Randall (Catholic Courier-Journal, 35 Scio St., Rochester 4, N. Y., Vice-President; Floyd Anderson (The Advocate, 31 Clinton St., Newark, N.J.), Secretary; Reverend Philip L. L. Kennedy (226 Orchard St., Elgin, Ill.), Treasurer; G. Roger Cahaney (150 East 39th St., New York 16, N.Y.), executive secretary. The Catholic Journalist, official publication of the CPA, G. Roger Cahaney, editor. National office, 150 East 39th St., New York 16, N.Y.

COUNCIL on COMMUNICATIONS RESEARCH—Headquarters Address: Division of Journalism Boston University, Boston, Mass. Roy E. Carter, University of North Carolina; Frank L. Mott, University of Missouri; Ralph Nafziger, University of Wisconsin; Raymond B. Nixon, University of Minnesota; Warren C. Price, University of Oregon; Royal H. Ray, Florida State University; William Swindler, University of Nebraska; Clifford F. Weigle, Stanford University; David Manning White (chairman), Boston University. Elections held September 1954.

DOG WRITERS' ASSOCIATION—George Butz, Philadelphia Inquirer, president; Henry P. Davis, Sports Afield, Remington Arms Co., Bridgeport, Conn., first vice-president; Mrs. Evelyn Monté, Gaines Dog Research Center, 250 Park Ave., New York 17, N. Y., second vice-president; Joe Stetson, Field & Stream, 383 Madison Ave., New York 17, N. Y., secretary-treasurer.

EDUCATION WRITERS ASSOCIATION—Millicent Taylor, education editor, Christian Science Monitor, president; George J. Barmann, education editor, Plain Dealer, Cleveland, O., vice-president; David Taylor Marke, Associated Press, 50 Rockefeller Plaza, New York 20, secretary-treasurer.

FEDERATION of CANADIAN ADVERTISING and SALES CLUBS,—Headquarters Address: Suite 31, Mount Royal Hotel, Montreal, Canada. H. P. Kelley, Russell T. Kelley Ltd., 447 Main St. E., Hamilton, Ont., president; Wilfrid Sanders, Sanders Marketing Research, 130 Carlton St., Toronto, Ont., treasurer; William Hamilton, M. P. Federation of Canadian Advertising and Sales Clubs, Suite 31, Sheraton Mt. Royal Hotel, Montreal, Que., secretary & executive director; R. S. White, Gazette Printing Co. Ltd., P.O. Box 3036, Montreal, Que., Miss Cecilia Long, Ronalds Advertising Agency Ltd., 108 Peter Street, Toronto, Ont.; John Madden, Outboard Marine & Mfg. Co. of Canada Ltd., Monaghan Road South, Peterborough, Ont.; Cliff Wingrove, Radio Station CFPL, London, Ont.; Sam G. Ross, Radio Station CKWX, Vancouver, B.C., district vice-presidents.

FOOTBALL WRITERS ASSOCIATION OF AMERICA—Tom Siler, Knoxville, Tenn., News-Sentinel, president; Arch Ward, Chicago Tribune, first vice-president; Chet Smith, Pittsburgh Press, second Vice. Pres., Bert McGrane, Des Moines Register, secretary-treasurer. Fred Digby, New Orleans Mid-Winter Sports Assn., historian. Elections held August, 1954.

GAMMA ALPHA CHI, NATIONAL PROFESSIONAL ADVERTISING FRATERNITY for WOMEN—Mrs. Claire Drew Forbes Walker, Claire Drew Forbes Adv. Agency, 2030 Anacapa Street, Santa Barbara, Calif, president; Mrs. Honor Gregory House, Gregory-House Adv. Co., 2157 Euclid Ave., Cleveland 15, Ohio, vice-president; Ruth Gardner, Harry P. Lew Co., Orlando, Fla., Bea Adams, Gardner Adv. Co., St. Louis, Mo., Mrs. H. L. Murphy, Long Adv. Services, San Jose, Calif., regional vice-presidents; Mrs. Shirley Maly,

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ADVERTISING CLUBS—Continued

THE JUNIOR ADVERTISING & SALES CLUB OF MONTREAL—Pres.: John Bradbury, Shipping Containers, Ltd., 155 Beaubien Street, West; Sec.: Ryva Wolfe, Suite 31, Sheraton Mt. Royal.

THE GREATER NIAGARA ADVERTISING & SALES CLUB—Pres.: L. M. Wallace, C. Wallace Co., Ltd., 485 Queen Street.

ADVERTISING & SALES CLUB OF OTTAWA—Pres.: Philip S. Conquer, Charles Ogilvy, Ltd., 126 Rideau Street; Sec.: Thomas H. Dougherty, Investors Syndicate of Can., Ltd., 111 Sparks Street.

WOMEN'S ADVERTISING CLUB OF OTTAWA—Pres.: Constance Troy, Post Office Department; Sec.: Betty Fournier, Fournier Van and Storage, Besserer Street (2).

THE PETERBOROUGH ADVERTISING & SALES CLUB—Pres.: John W. Fortner, Firestone Dealer's Store, 224 Charlotte Street; Sec.: Paige Rowell, Life & General Insurance, 387 Water Street.

ADVERTISING & SALES CLUB OF QUEBEC—Pres.: Rolland Viau, Ogilvie Flour Mills, Co., Ltd., 175 St. Peter Street; Sec.: Andre P. Roy, Canadian Import Company, 83 Dalhousie Street.

ST. CATHARINES ADVERTISING & SALES CLUB—Pres.: J. Reynolds Hammond, Remington Rand, Ltd., 78 Queenston Street; Sec.: Gordon H. MacFarlane, The St. Catharines Standard, 21 Queen Street.

THE ADVERTISING & SALES CLUB OF TORONTO—Pres.: Andrew A. McDermott, Radio and Television Sales, Inc., 10 Adelaide Street, East; Mgr. Dir.: Fred H. Hatch, The Adv. & Sls. Club of Toronto, 208 King Street, West; Sec.: James R. Knox, MacLean-Hunter Pub. Co., Ltd., 481 University Avenue.

YOUNG MEN'S ADVERTISING & SALES CLUB—Pres.: Ralph Blattner, Cappel-MacDonald & Co. of Can., 70 Mutual Street; Sec.: David Carter, Continental Can Co. of Can., Ltd., 191 New Toronto Street.

THE ADVERTISERS' GUILD—Pres.: Arthur M. Parry, Shell Oil Co. of Can., Ltd., 25 Adelaide Street, East (1); Sec.: Walter Reeves, J. J. Gibbons, Ltd., 200 Bay Street.

THE WOMEN'S ADVERTISING CLUB OF TORONTO—Pres.: Mrs. Terry Duddridge, The Canadian Bank of Commerce, 25 King Street, West; Sec.: Joyce H. Rhodes, Robert Otto & Company, Ltd., 222 Simcoe Street.

ADVERTISING & SALES BUREAU OF VANCOUVER—Act. Chm.: Frank Baker, Baker's Catering Service, 1225 W. 15th Avenue (9); Sec.: Stan A. Britt, Vancouver Board of Trade, 805 Marine Building (1).

JUNIOR ADVERTISING & SALES CLUB OF VANCOUVER—Pres.: John R. Holliday, Mutual Life Ins Co. of N. Y., 475 Howe Street; Sec.: Betty Hilton, Aluminum Co. of Canada, Ltd., 1305 West Georgia.

WINDSOR ADVERTISING & SALES CLUB—Pres.: Roy E. Lane, Trott's Shoes, Ltd., 352 Ouellette Avenue; Sec.: Floyd H. Hale, Sterling Drug Mfg., Ltd., 1019 Elliott Street, West.

THE WOMEN'S ADVERTISING & SALES CLUB OF WINDSOR—Pres.: Mrs. Anne Leguille, Henry Birks & Sons, 375 Ouellette Avenue; Sec.: Barbara Wood, Barbara Wood Secretarial Svc., Rm. 209, 29 Park Street, West.

SALES & ADVERTISING CLUB OF WINNIPEG—Pres.: Charles E. Dojack, National Publishers, Ltd., 462 Hargrave Street; Sec.: Bob D. Joynt, Imperial Tobacco Sales, Ltd., 80 George Street.

WOMEN'S ADVERTISING CLUB OF WINNIPEG—Pres.: Mrs. Miriam MacEwing, Holt Renfrew & Co., Ltd., Portage Avenue; Sec.: Olive Edgerton, The Railway Review, Royal Bank Building, Main and William Streets.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from page 317)

Lincoln, Neb., treasurer; Mrs. W. C. Altman, Box 854, Wewoka, Okla., executive secretary; Mrs. Kathryn Lamb, 2412 Grand, Kansas City, Mo., expansion director. Mrs. Sara Pennoyer; vice-president; James McCreery & Co., New York City, Mrs. Oveta Culp Hobby, vice-president, Houston Post, Houston, Tex.; Mrs. Marjorie Husted, Consumer Relations Consultant, care of General Mills Minneapolis, Minn.; Mrs. Jean Wade Rindlaub, vice-president of Batton, Barton, Durstine & Osborn, New York. Miss Beulah Spillsbury, Fashion Director, Donnelly Garment Co., Kansas City, Mo., Margot Mallory, Ad. Dir. Cole of Calif., Los Angeles, Calif. Elections held Nov. 13, 1954.

GRIDIRON CLUB OF WASHINGTON—Headquarters Address; Hotel Statler, Washington, D. C. Edward T. Folliard, The Washington Post and Times-Herald, president; Dewey L. Fleming, Baltimore Sun, vice-president; Lyle C. Wilson, United Press Asso-Dealer, treasurer; Marshall McNeil, Houston Press, Historian; Executive Committee: Richard L. Wilson, Cowles Publications; J. Russell Wiggins, The Washington Post and Times Herald; Mark Foote, Booth Newspapers. Elections held Dec. 11, 1954.

INSTITUTE of NEWSPAPER CONTROLLERS and FINANCE OFFICERS—230 West 41st St., New York 36, N. Y.—Richard H. Wills, Times and World News, Roanoke, Va., President; Herbert E. Hetu, Herald, Sharon, Pa., First Vice-President; Robert P. Hunter, News, Birmingham, Ala., Second Vice-President; Eric B. Gardner, Kitchener-Waterloo Record, Kitchener, Ont., Treasurer; F. T. Hodgdon, Jr., Plain Dealer and News, Cleveland, Secretary; W. E. Jacoby, Wall Street Journal, New York, Executive Secretary. Directors: H. Ferguson, Newsday, Inc., Garden City, L. I., N. Y.; M. P. McGill, Newspaper Printing Corp., Tulsa, Okla.; G. A. O'Brien, Telegram and Evening Gazette, Worcester, Mass.; L. L. Crossley, The Brush-Moore Newspapers, Inc., Canton, Ohio; L. L. Erb, Federated Publications, Inc., Battle Creek, Mich.; L. A. Denny, Chronicle, San Francisco; J. T. Kolley, Illinois Publishing & Printing Co., Chicago; J. R. Foss, Eagle-Tribune, Lawrence, Mass.; Lyle K. Anderson, Star and Tribune, Minneapolis; Charles M. Hupp, Herald-Tribune, New York; H. Stanley Sainthill, Star, Toronto, Ont.; Kenneth L. Sanborn, Guy Gannett Publishing Company, Portland, Me.; C. Arthur Weis, Globe-Democrat, St. Louis.

INTER-AMERICAN PRESS ASSOCIATION—Headquarters Address: 22 East 60th St., New York 22, N. Y. Dr. Paulo de Bittencourt, Correio da Manhã, Rio de Janeiro, president; James G. Stahlman, Nashville Banner, Nashville, 1st vice-president; Luis Miró Quesada, El Comercio, Lima, 2nd vice-president; Leo Permuy, Trinidad Guardian, Port-of-Spain, secretary; Robert U. Brown, Editor and Publisher, New York, treasurer. Elections held October, 1954.

INTERNATIONAL COUNCIL of INDUSTRIAL EDITORS—Stewart J. Wolfe, Hudson Division American Motors Corp., Detroit 15, Michigan, president; Mrs. Ludel B. Sauvageot, Akron General Hospital, Corner of Cedar and Wabash Streets Akron 7, Ohio, secretary. Elections held May of each year.

INTERNATIONAL LABOR PRESS of AMERICA—AFL, Headquarters Address: 22-13th Ave., Newark 3, N. J. J. Scott Milne, 1200-15th St. N.W. Wash. 5, D. C., president and chairman of the board; Lewis M. Herrmann, secretary-treasurer, 22-13th Ave., Newark 3, N. J. Elections held Sept. 19, 1954.

IOWA ASSOCIATED PRESS TELEGRAPH EDITORS ASSOCIATION—Headquarters Address: Associated Press, Register & Tribune, Des Moines, Iowa. Burke M. Gillespie, Council Bluffs Nonpareil, President; Don Mouw. Fort Dodge Messenger, Vice-President. Elections held Each spring.

KAPPA ALPHA MU HONORARY FRATERNITY in PHOTOJOURNALISM—Headquarters Address: 18 Walter Williams Hall, University of Missouri, Columbia, Missouri. Wyn Wardel, Trailer 106, University of Houston Village, Houston, Texas, national president; Roxanna Ward, Texas State College for Women, national vice-president; Kenneth R. Fee, University of Missouri, national executive secretary; Clifton C. Edom, University of Missouri, secretary advisory council. Advisory Council: John R. Whiting, publisher, Flower Grower; Joe Rosenthal, photographer, San Francisco Chronicle; Joseph Costa, photographic Director, King Features Syndicate; W. J. Bell, chairman, department of Communications, East Texas State Teachers College; Frank Fenner, Chicago, Ill.; Robin Garland, director, photojournalism division, Graflex Inc.; George Yates, photo chief, Des Moines Register-Tribune; Alfred R. Bransdorfer, 240 Woodlawn, Lansing, Mich.; Ed Purington, Ford Motor Company.

MAGAZINE PUBLISHERS ASSOCIATION of CANADA—Noel R. Barbour, Chatelaine, Toronto, president; Harold E. Cooke, New Liberty, Toronto and Hall Linton, Maclean's Magazine, Toronto, vice-presidents; R. R. Robinson, Health Magazine, Toronto, hon. secretary; I. D. Carson, 137 Wellington St. W., Toronto, manager; Executives: Lloyd Hodgkinson, Saturday Night, Toronto; C. J. Laurin, Chatelaine, Toronto; J. Laurent Leduc, La Petite Revue, Montreal; G. F. Maccabe, Canadian Homes & Gardens, Toronto; H. T. Mitchell, Western Homes & Living, Vancouver; Howard Obeay, Mayfair, Toronto, Chas. Sauriol, Poirier, Bessette & Co. Ltd., Montreal; G. V. Laughton, Maclean-Hunter Publishing Co. Ltd., Toronto; Miss Mary-Etta Macpherson, Canadian Home Journal, Toronto. Elections held June 1st.

NATIONAL ASSOCIATION of CREDIT MEN—Executive offices, 229 Fourth Ave., New York 3, N. Y., C. Herbert Bradshaw, Bausch & Lomb Optical Co., Rochester, President; Henry H. Heimann, New York, executive vice-president; Edwin B. Moran, New York, secretary. Elections held May 13, 1955.

NATIONAL ASSOCIATION of RADIO and TELEVISION BROADCASTERS—Harold E. Fellows, president and chairman of the board; C. E. Arney, Jr., secretary-treasurer; 1771 N. St., N.W., Washington 6, D. C.

NATIONAL ASSOCIATION of REAL ESTATE EDITORS—Headquarters Address: 1420 E. Ninth St., Cleveland 14, Ohio. William Manly, Milwaukee Journal, president; Grady Clay, Louisville Courier Journal, vice president; Jim Chandler, Cleveland Press, secretary; Mrs. Nell Gross, St. Louis Globe-Democrat, treasurer; James L. Holton, New York World-Telegram & Sun, chairman of board of directors. Elections held Nov. 8, 1954.

NATIONAL ASSOCIATION of SCIENCE WRITERS—Headquarters address: 5 Longview Road, Port Washington, N. Y. Alton L. Blakeslee, Associated Press, New York, president; John E. Pfeiffer, New Hope, Pa., vice-president; Roland H. Berg, Look Magazine, New York, secretary-treasurer. Committee chairmen: AAAS representative: Nathan Haseltine, Washington Post Times-Herald; Awards: Robert D. Potter, New York County Med. Soc., New York; Revision of Constitution: Harland Manchester, New York; Extension: Pierre C. Fraley, Philadelphia Bulletin; Membership: Milton Silverman, San Francisco Chronicle; Nominations: Arthur J. Snider, Chicago Daily News; Planning: Paul F. Ellis, 220 East 42nd St., New York; Publicity: James C. Leary, 185 North Wabash Ave., Chicago; Service: Lawrence C. Salter, Playtex Park Research Inst., New York; Surveys: Hillier Krieghbaum, 731 River Street, Mamaroneck, N. Y; Vocational: Dennis Flanagan, Scientific American, New York; Administrative Secretary: Mrs. Howard W. Blakeslee, Port Washington, N. Y. Elections held June.

NATIONAL CARTOONISTS SOCIETY—Headquarters Address: 140 W. 57th St., New York. Walt Kelly, president; Harry Devlin, first vice-president; Roland Coe, second vice-president; Elmer Messner, third vice-president; John Pierotti, treasurer; Mort Walker, secretary; Ben Roth, General Membership Representative. Elections held February. New president installed March.

NATIONAL CONFERENCE of BUSINESS PAPER EDITORS—Headquarters Address: 205 East 17th Street, New York 17, N. Y. S. O. Kaylin, "Chain Store Age", president.

NATIONAL CONFERENCE of EDITORIAL WRITERS—Paul Trescott, Philadelphia (Pa.), Bulletin, chairman; Jack Kilpatrick, Richmond (Va.), News Leader, vice-chairman; Vermont Royster, Wall Street Journal, New York, secretary; Harry E. Boyd, Cedar Rapids, (Ia.), Gazette, treasurer. Headquarters Address: 1111 17th St., N. W., Washington 6, D. C. Elections held Oct. 9, 1954.

NATIONAL EDITORIAL ASSOCIATION—Headquarters Address: 222 N. Michigan Ave., Chicago 1, Illinois. Ed M. Anderson, Brevard (N.C.) Times, President; Don Hardy, Canon City (Colo.) Record, vice-president; E. A. Briles, Stafford (Kans.) Courier, treasurer; Alan C. McIntosh, Luverne (Minn.) Star-Herald, board chairman. Directors: A. W. Epperson, Morgan (Utah) News; Alfred J. Ball, Woodhaven (N.Y.) Leader Observer; Lowell Jessen, Beverly Hills (Calif.) NewsLife; G. Arthur McDaniel, Federalsburg (Md.) Times; Ed Schergens, Tell City (Ind.) News; Paul C. Smith, Rock Rapids (Iowa) Reporter; Homer Givens, president, Newspaper Association Managers, South Dakota Press Association, Brookings, S.D.; Don Eck, 222 N. Michigan Ave., Chicago 1, Ill., executive secretary and general manager; Nancy Mahood, 222 N. Michigan Ave., Chicago 1, Ill., assistant manager. Elections held usually June each year.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—Headquarters, 1776 Broadway, New York 19, John C. Freeman, President; George L. Staudt (Harnischfeger Corp., Milwaukee, Wis.), Chairman of the board; Henry W. Leland (General Electric Co., Schenectady, N.Y.), secretary-treasurer. Elections held June 14-17, 1954.

NATIONAL NEWSPAPER PROMOTION ASSOCIATION—Headquarters Address: P.O. Box 2673, Charleston, W. Va. Clifford A. Shaw, Providence (R.I.) Journal, president; Joseph P. Lynch, Grand Rapids (Mich.) Press, 1st vice-president; Frank A. Knight, Charleston (W. Va.) Gazette, secretary-treasurer; Directors: Theodore H. Barrett, Dallas (Tex.) Morning News; James C. Burns, London Free Press, London, Ont., Canada; Cyrus H. Favor, Utica (N. Y.) Press; Clarence W. Harding, Sound Bend (Ind.) Tribune; David E. Henes, Phoenix (Ariz.) Arizona Republic and Gazette; Andrew Hertel, Milwaukee (Wis.) Sentinel; R. C. Marcus, Riverside, (Calif), Press; Edwin T. McClanahan, Omaha (Neb.) World-Herald; Ed Templin, Lexington (Ky.) Herald-Leader; Barry Urdang, Philadelphia Bulletin. Otto Silha, Minneapolis (Minn.) Star & Tribune; Louis L. Pryor, Chicago (Ill.) Daily News; Charles L. Andrews; Newspaper Printing Corp; Nashville 1, Tenn. Elections held May 15, 1954.

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION—C. C. Dejole, Jr. (Louisana Weekly, 601 Dryades St., New Orleans, La.) pres.; William O. Walker, Cleveland Call & Post, 2319 E. 55 St., Cleveland, Ohio, secretary; Mrs. Nannie Mitchell, St. Louis Argus, 2312 Market St., St. Louis, Mo., treasurer. Elections held June 25, 1954.

NATIONAL PRESS CLUB—Theodore F. Koop, Columbia Broadcasting System, president; Ernest B. Vacarro, Associated Press, vice-president; Donald R. Larrabee, Worcester Gazette, Bangor Daily News, New Bedford Standard Times, other New England and Pacific Coast papers, secretary; Frank Kuest, Copley Press, Springfield (Ill.) Register, Illinois State Journal, Illinois State Register, Auroa (Ill.) Beacon-News, Illinois Courier-News, San Diego (Calif.) Tribune, Union Hambra (Calif.) Post Advocate, and other Pacific Coast papers, financial secretary; George W. Combs, Baltimore Sun, treasurer. Board; John L. Cutter, United Press; Ben J. Grant, U.S. News and World Report; Frank Holeman, New York News; John V. Horner, Washington Star; Luther Hoston, New York Times, and Glen Bayless, Business Week.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, INC.—Headquarters Box 1441, Worcester, Mass. Robert Boyd, Milwaukee (Wis.) Journal, president; Marvin Richmond, Box 1441, Worcester, Mass., secretary; Floyd H. McCall, Denver (Colo.) Post, treasurer; Joseph Costa, King Features, New York 17, N. Y., chairman of board; Regional vice-presidents: Paul Krause, Springfield Newspapers, P.O. Box 761, Springfield, Mass.; Fred H. Powers, Rochester (N.Y.) Democrat-Chronicle; William C. Allen, Associated Press Photos, Washington, D.C.; Julian C. Wilson, Associated Press Photos, Cleveland, Ohio; Edgar H. Timm, Wausau (Wis.) Record-Herald; Rudy Faircloth, Associated Press Photos, Raleigh, N.C.; William P. Straeter, Associated Press Photos, Kansas City, Mo.; Durwood Hayes, Dallas (Tex.) Times-Herald; William W. Peery, Denver (Colo.) Rocky Mountain News; Joseph A. Benetti, 5130 Del Rio Drive, Sacramento, Calif.

NATIONAL RETAIL DRY GOODS ASSOCIATION—Headquarters: J. Gordon Dakins, 100 W. 31st St., New York 1, N.Y., exec. v. p. & treas.; Wade G. McCargo, president; Lew Hahn, president emeritus. Elections held Jan. 12, 1955.

NEWSPAPER ASSOCIATION MANAGERS, Inc.—Headquarters c/o Homer Givens, South Dakota Press Association, Box "T", State College Station, Brookings, S. D., president; Theodore Serrill, Pennsylvania Newspaper Publishers Association, 300 Telegraph Bldg, Harrisburg, Pa., vice-president; William M. Long, Colorado Press Association, 1458 Court Place, Denver, Colo., secretary-treasurer. Election held fall, annually.

NEWSPAPER PERSONNEL RELATIONS ASSOCIATION—Paul W. Bell, Los Angeles Times & Mirror, president; Ed J. Pelz, New York Times, vice-president; Warren Wheeler, South Bend Tribune, secretary-treasurer; Executive Committee: Fred J. Knights, Montreal Star; Dan Ruthenberg, Cleveland Press; Miss Dorothy Masterman, Philadelphia Bulletin; G. Duncan Bauman, St. Louis Globe-Democrat; James A. Gray, Jr., Winston-Salem Journal & Sentinel; Cleve Rumble, Courier-Journal & Louisville Times; Franklin H. Smith, Christian Science Monitor, Boston.

NEWSPRINT SERVICE BUREAU, Inc.—Headquarters Address: 342 Madison Avenue, New York 17, New York. Gerald E. Young, 343 Sansome Street, San Francisco 19, California, President; John J. Zima, 342 Madison Avenue, New York 17, New York, Secretary-treasurer. Elections held February, 1955.

OVERSEAS PRESS CLUB of AMERICA, Inc.—(Headquarters) 35 East 39th Street, New York 16, N. Y. Robert Considine, President; John Barkham, Wayne Richardson, Bruno Shaw, Vice Presidents; A. Wilfred May, Secretary-Treasurer; James V. Foley, Manager. Elections held April, 1954.

OVERSEAS WRITERS—Frederic W. Collins, Providence Journal, president; Eric Sevareid, Columbia Broadcasting System, secretary; Paul Wooton, Chilton Publications, New Orleans Times-Picayune, Room 1015, National Press Building, Washington 4, D. C., treasurer. Elections held December.

PROPRIETARY ASSOCIATION, THE—Headquarters Address: 810-18th St., N. W., Washington 6, D. C. Stanley I. Clark, The Centaur-Caldwell Division of Sterling Drug Inc., New York 18, N. Y., president; F. J. Cullen, M.D., 810 18th St., N.W. Washington 6, D. C., executive vice-president; A. K. Barta, 810 18th St., N.W., Washington 6, D. C. secretary-treasurer. Elections held May, 1954.

PUBLIC RELATIONS SOCIETY of AMERICA, Inc., 2 West 46th St., New York 36, N. Y.—Frederick Bowes, Jr., Director of Public Relations and Advertising, Pitney-Bowes, Inc., Stamford, Conn., president; Robert L. Bliss, 2 West 46th St., New York 36, N. Y., executive Vice-President; George M. Crowson, Assistant to the President, Illinois Central Railroad, 135 East 11th Place, Chicago 5, Ill., Vice-President; James H. Cobb, Vice President of Public Relations and Advertising, Delta-C & S Air Lines, Municipal Airport, Atlanta, Ga., Secretary; William A. Durbin, Director of Public Relations, Burroughs Corporation, 6071 Second Avenue, Detroit 32, Mich., Treasurer.

QUILL and SCROLL SOCIETY—Headquarters Address: 111 West Jackson Blvd. Chicago 4, Ill. George H. Gallup, American Institute of Public Opinion, Princeton, N. J., chairman of the board; Edward Nell, 111 West Jackson Blvd., Chicago 4, Ill., executive secretary. Elections held July 15, 1954.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, THE—Headquarters Address: c/o Rob Downey, Radio Station WKAR, Michigan State College, Box 790, East Lansing, Mich., executive secretary; Russell Van Dyke, KRNT, Des Moines, Iowa, president; Paul White, KFMB, San Diego, Cal., vice-president for program; Harold Baker, WSM, Nashville, Tenn., vice-president for Radio; Charles Harrison, WFIL Philadelphia, Pa., vice-president for Television; Sheldon Peterson, KLZ, Denver, Colorado, Treasurer; James A. Byron, WBAP, Fort Worth, Texas, chairman of the board of directors. Elections held November 19, 1954.

RELIGIOUS NEWSWRITERS ASSOCIATION—George Dugan, New York Times, president; Caspar Nannes, Washington Star; Robert D. Whitaker, Providence Journal-Bulletin, Terry Ferrer, Newsweek, 152 W. 42 St., New York 16, N. Y.; Carlton A. Lundquist, Dayton Daily News, Dayton, Ohio, vice-presidents; Ann Elizabeth Price, New York Herald Tribune, 330 W. 41 St., New York 18, N. Y, secretary; George W. Cornell, The Associated Press, 50 Rochefeller Plaza, New York 20, N. Y., treasurer; Willmar A. Thorkelson, Minneapolis Star, 427 Portland Ave., Minneapolis, Minn., membership chairman. Executive Committee: George Dugan, New York Times; Irving Gordon, Mt. Vernon Daily Argus; Doris Cureau, Hartford Times; Margaret A. Vance, Newark News. Elections held May, every second year.

SIGMA DELTA CHI PROFESSIONAL JOURNALISTIC FRATERNITY—Headquarters address: 35 East Wacker Drive, Chicago 1, Ill. Roy W. Howard, chairman, executive committee, Scripps-Howard Newspapers; Editor, New York World Telegram & Sun, New York, N. Y., honorary president; Robert U. Brown, President and Editor, Editor & Publisher, Suite 1700, Times Tower, New York 36, N. Y., chairman executive council; Alden C. Waite, president, Southern California Associated Newspapers, 801 Moraga Drive, Los Angeles 49, Calif., president; Vice-presidents: In Charge of Professional Chapter Affairs: Mason R. Smith, Editor and Publisher, Tribune Press, Gouverneur, N. Y.; In Charge of Undergraduate Chapter Affairs: Alvin E. Austin, Department of Journalism, University of North Dakota, Grand Forks, N. D.; In Charge of Expansion: Ed J. Dooley, Managing Editor, Denver Post, Denver, Colo. Sol Taishoff, Editor and Publisher, Broadcasting-Telecasting, 1735 De Sales St., Washington 6, D. C.; secretary; Bernard Kilgore, president, Wall Street Journal, 44 Broad Street, New York, N. Y., treasurer. Executive councilors: John W. Colt, Managing Editor, Kansas City Star, Kansas City, Mo.; James A. Byron, News Director, WBAP AM-TV, Fort Worth, Tex.; Robert Cavagnaro, General Executive, Associated Press, 234 Chronicle Building, San Francisco 19, Calif.; Ken Clayton, Head, Publicity Division, Publicity and Promotion Department, Suite 1429, Chicago Tribune, Chicago, Ill.; Prof. Dale R. Spencer, School of Journalism, University of Missouri, Columbia, Mo. Executive director: Victor E. Bluedorn, National Headquarters, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. Trustees of the Quill Endowment Fund: Alden C. Waite, Southern California Associated Newspapers, Los Angeles 49, Calif.; Donald H. Clark, 406 Olive St., St. Louis, Mo.; F. Dale Cox, International Harvester Co., 180 N. Michigan Avenue, Chicago 1, Ill.; Donald D. Hoover, Boxell & Jacobs, Inc., 2 W. 45th, New York, N. Y.; Crawford Wheeler, Chase National Bank, New York 5, N. Y. Quill Publication Board: Chairman, Alden C. Waite, Southern California Associated Newspapers, Los Angeles 49, Calif.; Lee Hills, Executive Editor, Detroit Free Press, Detroit 31, Mich.; Mason R. Smith, Editor and Publisher, Tribune Press, Gouverneur, N. Y.

SOCIETY OF BUSINESS MAGAZINE EDITORS—Frank P. Tighe, Motor Age, president; Richard H. Morris, Plant Engineering, first vice-president; Eldridge Peterson, Printers' Ink, second vice-president; Norman C. Firth, Dun's Review and Modern Industry, secretary-treasurer; Paul Wooton, chairman, executive committee. Elections held November.

SOCIETY of MAGAZINE WRITERS, 55 W. 53rd St., New York, N. Y.—James Poling, president; Jhan Robbins, vice-president; Robert Deindorfer, secretary; Don Cooley, treasurer. Elections held December 18, 1954.

THETA SIGMA PHI, THE NATIONAL PROFESSIONAL FRATERNITY for WOMEN in JOURNALISM—National Headquarters, 408 W. 38½ St., Austin 5, Tex., Jo Caldwell Meyer, executive secretary. National Council: Marie Margaret Winthrop, Tech ADgency, Inc., 1004 E. Jefferson Ave., Detroit 7, national president; Margaret Sally Keach, 5732 Windsor Dr., Mission, Kan., first vice-president; Vera W. Gillespie, School of Journalism, Ohio University, Athens, second vice-president; Miriam Abplanalp, Riverbend, Winslow, Ill., third vice-president; Virginia Hall Trannett, 1645 Ridgway Place, Columbus 12, treasurer; Frances Dewberry, 10713 Burbank Blvd., North Hollywood, Calif., editor, The Matrix, Regional Directors: Dorothea Gingrich, 805 E. Cedar, Seguin, Tex.; Barbara Haddox, 1362 Highland St., Columbus 1, Ohio; Janette T. Harrington, 102 E. 22nd St., New York 10; Gladys Whitley Hearst, Maplehearst Farm, Cedar Falls, Iowa; Sallie Hill, Progressive Farmer, Birmingham; Melva Lind, Gustavus Adolphus College, St. Peter, Minn.; Alice Maxwell, 2625 W. Galer St., Seattle 99; Christal Maston Murphy, 2211 Santa Clara Way, Alameda, Calif.; Miriam Sturgeon, R.R. #3, Nashville, Ind. National Committees: Margaret Black Schmitz, 121 Record St. Frederick, Md., Constitution; Kay Savage, 2170 E. Jefferson Ave., Detroit 7, Headliners; Florence I. Taaffe, 918 18th St. NW., Washington, D. C., Honorary Members; Ginger Peterson, 3912 SW Sheffman Way, Portland, Ore., Membership: Nadine Golladay, 30 West 12th St., Apt. 3-A, New York 11, Nominations; Lucille Doores, 1006 Laurel Ave., Kansas City, Kan., Public Relations; Helen Matheson, 1610 Chadbourne Ave., Madison, Scholarship; Betty Hinckle Dunn, 603 Addison, Apt. 3, Chicago 13, Services; Sylvia Ciernick, 5451 Mead Ave., Deaborn, Mich., Speakers' Bureau; Beryl E. Rothschild, c/o Edmund W. Rothschild, DAC, 500th MIG, Transl. APO 613, San Francisco, TSP Internationale.

UNITED NATIONS CORRESPONDENTS ASSOCIATION—Headquarters address: Press Section, Room 452, United Nations, N. Y. Max Beer (Neue Zurcher Zeitung, Zurich), president; Max Harrelson (Associated Press), first vice-president; Pierre J. Huss (International News Service); second vice-president; Jacques Edinger (Agence Françe-Presse), third vice-president; Francis W. Carpenter (Associated Press), secretary; William R. Frye (Christian Science Monitor), Treasurer. Executive Committee Members: Anthony A. Antonakakis (Kathimeini, Ethnos, Athens); Krishnamachari Balaraman (The Hindu of Madras); Thomas J. Hamilton (The New York Times); John W. Heffernan (Reuters); Jakov Levi (Tanjug News Agency--Borba Daily); Simon Malley (Le Progres Egyptien, Cairo); Moshe Medzini (Haaretz); Paul F. Sanders (Het Parool, Amsterdam); Stephanos Zotos (Embros, Estia, Athens). Elections held mid-September (no set date).

WHITE HOUSE CORRESPONDENTS ASSOCIATION—Anthony H. Leviero, New York Times, president; Laurence H. Burd, Chicago Tribune, vice-president; Paul Wooton, New Orleans Times Picayune and Chilton Publications, secretary-treasurer. Elections held May.

WHITE HOUSE NEWS PHOTOGRAPHERS ASSOCIATION—George Gavlin, UP Photos chief, president; Anthony Muto, UP-Fox Movietone, vice-president; Henry Burroughs AP Photos, secretary; John Rous, AP Photos, treasurer. Elections held January 1954.

WORLD TRADE WRITERS ASSOCIATION—Herbert Koshetz, Reporter, New York Times, president; Arthur Gorman, N.Y. World-Telegram and Sun, vice-president; Fred Fremdt, National Foreign Trade Council, secretary-treasurer; Elections held May, 1954.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

CITY, STATE AND REGIONAL

ALABAMA PRESS ASSOCIATION—Wm. E. Brooks, Jr., Brewton Standard, chairman of board; Steele McGraw, Athens, Ala., Courier, president; George Watson, Birmingham , Ala., Shades Valley Sun, 1st vice-president; Ben G. George, Demopolis Times, 2nd vice-president; E. B. Jack Beisner, secretary-treasurer; Headquarters: P.O. Box 2008, University, Alabama. Elections held January.

ALLIED DAILY NEWSPAPERS OF WASHINGTON —Headquarters Address: 201 Rockway-Leland Building, Olympia, Wash. Raymond L. Bachman, Vancouver Columbian, president; Charles L. Seifrit, Bellingham Herald, vice-president; Directors: Alex F. Ottevaere, Bremerton Sun; Harold E. Cassill, Spokane Spokesman-Review; John B. Edinger, Centralia-Chehalis Chronicle; Lew Selvidge, manager. Elections held January 8, 1955.

AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES (NEW YORK CHAPTER) Peter Benziger, Ridder-Johns, Inc., 41 East 50 Street, New York 22, president; William C. Johnson-Johnson, Kent, Gavin & Sinding, Inc. 250 Park Ave. New York City, treasurer; Stephan W. Hamlyn, The Katz Agency, Inc. 477 Madison Ave., New York, secretary. Elections held 2nd Thursday in June.

ARIZONA NEWSPAPER ASSOCIATION—Headquarters: c/o Irving L. Diamond, 3302 N. Third St., Phoenix, executive-secretary; William A. Small, Jr., Tucson Daily Citizen, president; J. Newell Johnson, Douglas Daily Dispatch, vice-president (Dailies); J. Morris Richards, Winslow Mail, vice-president (Weeklies); M. Warren Krause, Arizona Guide, vice-president (Magazines). Elections held January.

ARKANSAS PRESS ASSOCIATION—Headquarters Address: 411 Boyle Building, Little Rock, Ark. W. R. Whitehead, Magnolia (Ark.) Banner-News, president; William G. Conley, 411 Boyle Bldg., Little Rock, Ark., secretary and manager; K. A. Engel, Little Rock (Ark.) Democrat, treasurer. Elections held Jan. 8, 1955.

ASSOCIATED DAILIES of CONNECTICUT—H. M. Peterson, Herald, New Britain, Conn., president; Carter H. White, Record, Meriden, Conn., vice-president; Walter G. Gisselbrecht, Register, Torrington, Conn., treasurer; Barnard L. Colby, Day, New London, Conn., secretary. Elections held Winter meeting.

BALTIMORE PRESS PHOTOGRAPHERS ASSOCIATION—Charles Purcell, WMAR-TV, president; Lawrence McNally, News Post, vice-president; Lee Dougherty, Glenn L. Martin Aircraft Co., secretary; John Gaydos, Glenn L. Martin Aircraft Co., recording secretary; E. J. Eisenmeier, WMAR, treasurer; Alex Malashuk, WMAR, Sergeant-at-arms.

BLUE PENCIL CLUB of OHIO—Headquarters Address: School of Journalism, Ohio State University, Columbus 10, Ohio. Clarence E. Steffy, Alliance Review, president; Clarence Pennington, Ironton Tribune, vice-president; F. W. Maguire, School of Journalism, Ohio State University, secretary-treasurer. Elections held May annually.

BOSTON PRESS PHOTOGRAPHERS ASSOCIATION, INC.—Box 264, Astor Station 23, Mass. Gilbert Friedberg, Boston Globe, president; Paul J. Maguire, Boston Globe, vice-president; Gordon Converse, Christian Science Monitor, secretary; Paul Connell, Boston Globe, treasurer; Harry Holbrook, Boston Globe, asst. treasurer.

BUCKEYE PRESS—John Miller, Wadsworth (Ohio) News-Banner, president; Don Orwig, Napoleon Northwest News, vice-president; Dean Williams, Freeport Press, executive secretary; Harold K. Schellenger, Columbus, recording secretary; William H. Whitney, Sunbury News, treasurer. Elections held January 28, 1955.

BUSINESS MEN'S ALLIANCE—Headquarters Address: 307 So. Main St. (P.O. Box 329), Salt Lake City 10, Utah. O. L. Ridgeway, president; J. Gilbert Smith, vice-president; Norman Clayton, treasurer; Hendrik Romeyn, secretary. Elections held January.

CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters Address: 809 Pacific-Electric Bldg., Los Angeles (14) Calif.; John B. Long, general manager; A. E. Gilbert, manager, San Francisco Office, 435 Holbrook Building, San Francisco; Grady Setzler, Palo Verde Valley Times, Blythe, president; Walter Kane, Bakersfield Californian, first vice-president; Seymour C. Sterling, Sanger Herald, second vice-president; Eugene C. Bishop, Peninsula Newspapers Inc., Palo Alto, secretary-treasurer; Executive Committee: Archie J. Hicks, Jr., Encinitas Coast Dispatch; Dean S. Lesher, Lesher Newspapers, Merced; Russell A. Quisenberry, North Hollywood Valley Times; George D. Murphy, Jr., Manteca Bulletin; Fred D. McPherson, Jr., Santa Cruz Sentinel-News, immediate past president. Elections held February 5, 1955.

CALIFORNIA PRESS ASSOCIATION—Headquarters Address: 45 Second Street, San Francisco, Calif. Justus F. Craemer, San Rafael, Calif., president; Fred McPherson, Jr., Santa Cruz, Calif., vice-president; B. J. Abraham, Bellflower, Calif., secretary; Philip N. McCombs, San Francisco, treasurer. Elections held spring meeting each year.

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters Address: 55 University Ave., Toronto, Ont., Canada. W. A. McDonald, Edmonton Journal, president; John E. Motz, Kitchener-Waterloo Record, first vice-president; Emile Castonguay, Quebec L'Action Catholique, first vice-president; John Bassett, Jr., Toronto Telegram, second vice-president; W. J. J. Butler, Toronto Globe and Mail, treasurer; I. H. Macdonald, general manager. Elections held April.

CANADIAN MANAGING EDITORS CONFERENCE —Irenee Masson, Quebec Le Soleil, president; T. N. Morrison, Welland Tribune, 1st vice-president; Claire Ganong, Moncton Transcript and Times, 2nd vice-president: M. McIntyre Hood, Oshawa Times-Gazette, secretary; Miss Marjorie Budd, Toronto, assistant secretary; Directors: J. W. Sancton, Fredericton Gleaner; J. M. Murphy, Truro News; F. W. Doyle, Halifax Chronicle-Herald; Herve Major, La Presse, Montreal; P. P. La Fortune, Le Petit Journal, Montreal; Harry Larkin, Montreal Gazette; R. C. Hanson, Montreal Herald; W. H. Vaughan, Windsor Star; Douglas MacFarlane, Toronto Telegram; G. Wilson Craw, Petersborough Examiner; Eric Wells, Winnipeg Tribune; William Thomson, Regina Leader-Post; Fred Barnes, Victoria Colonist; Larry N. Smith, St. Catharines Standard, past president; R. J. Churchill, London Free Press. Elections held February 12, 1955 at conference in Montreal.

CARIBBEAN PRESS ASSOCIATION—S. Gerald Fletcher, Daily Gleaner, Jamaica, president; George E. Willock, Daily Chronicle, British Guiana, vice-president; Cyril Soares, Daily Gleaner, Jamaica, secretary; Edward L. Cozier, Voice of St. Lucia, treasurer. Elections held November, 1953.

CHICAGO CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Headquarters Address: Suite 1121, 360 N. Michigan Ave., Chicago 1, Ill. Robt. J. Brooks, Story, Brooks & Finley, Inc., 360 N. Michigan Avenue, Chicago 1, president; Charles D. Buddle, J. P. McKinney & Son, 400 N. Michigan Ave., Chicago 11, Ill, vice-president; Donald B. Milliken, Texas Daily Press League, 360 N. Michigan Avenue, Chicago 1, secretary; George E. Gilbertsen, John W. Cullen Co., 230 North Michigan Avenue, Chicago 1, treasurer; Directors: Joseph B. Guenther, The Branham Company, 360 N. Michigan Avenue, Chicago 1, Wm. W. Sauerberg, Ward-Griffith Company, 400 N. Michigan Avenue, Chicago 1, John E. Woodman, Kelly-Smith Co., 111 W. Washington St., Chicago 2, Agnes M. Beck, executive secretary; suite 1121, 360 N. Michigan Ave., Chicago 1. Elections held June 1954.

CHICAGO NEWSPAPER PUBLISHERS' ASSOCIATION—Russ Stewart, Chicago Sun-Times, president, Arthur E. Hall, Chicago Daily News, vice-president; Donald J. Walsh, Chicago American, treasurer. Leo R. Newcomb, Chicago Sun-Times, assistant treasurer; John F. O'Keefe, secretary. Elections held annually, second Monday in May.

CHICAGO PRESS PHOTOGRAPHERS ASSOCIATION—Russell V. Hamm, Chicago Tribune, president; Charles Knoblock, Associated Press, first vice-president; Edward Deluga, Chicago Daily News, second vice-president; Bob Katalik, Chicago Sun-Times, third vice-president; Chester Nichols, Chicago Tribune, secretary; Gerald Clarke, Chicago Tribune, treasurer; Russell Daley, Chicago Daily News, police representative; William Sturm, Chicago Sun-Times, sergeant-at-arms. Elections held December 1, 1954.

CHICAGO PRESS VETERANS ASSOCIATION—James L. Doherty, Chicago Tribune, president; Everett Norlander, Chicago News, vice-chairman; Lew H. Merrell, Merrell Features, secretary-treasurer.

CITY PRESS ASSOCIATION of CHICAGO—Russ Stewart, Chicago Sun-Times, president; Donald J. Walsh, Chicago American, vice-president; John F. O'Keefe, secretary-treasurer and assistant general manager; Isaac Gershman, general manager, assistant secretary-treasurer.

COLORADO PRESS ASSOCIATION—Headquarters Address: 1420 Court Place, Denver 2, Colo., Al. Burtis, La Junta Tribune Democrat president; William M. Long, 1420 Court Place, Denver 2, Colo., managing director.

CUVIER PRESS CLUB—Headquarters Address: 22 Garfield Place, Cincinnati 2, Ohio. George Fries, Times Star, president; Orvil Troy, secretary; L. Roy Leonard, manager; L. A. Ripley, public relations director, 22 Garfield Place, Cincinnati 2, Ohio. Elections held 2nd Saturday in April.

DELAWARE VALLEY INDUSTRIAL EDITORS—James H. McCormick (editor, The DuPont Magazine, E.I. duPont de Nemours & Co., Inc., Wilmington, Del.), president. Elections held May of each year.

DEL-MAR-VA PRESS ASSOCIATION—Mrs. Mary Houston Robinson, Sussex Countian, Georgetown, Delaware, president; Harold C. Berg, News-Journal Company, Wilmington, Del., secretary-treasurer. Elections held January 29, 1955.

DETROIT CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Charles A. Miller, Sawyer-Ferguson-Walker Co., president; John H. Baker, Chicago Daily News, vice-president; Robert Erickson, Moloney, Regan & Schmitt, Inc., secretary; Robert A. Crooks, Allen Klapp Company, treasurer; Directors: Arthur W. Farrell, Detroit News; Edwin Charney, The Branham Company; John L. Scolaro, Scolaro, Meeker & Scott; C. F. Taylor, Hearst Advertising Service, Ex-Officio. Elections held October 5.

DETROIT NEWSPAPER PUBLISHERS ASSOCIATION—William H. Mills, manager, Detroit Times, Detroit 31, Mich.; Robert C. Butz, executive secretary, 732 Lafayette Bldg., Detroit 26, Mich.

EASTERN NORTH CAROLINA PRESS ASSOCIATION—Headquarters Address: Ahoskie, N. C. Henry A. Dennis, Henderson, (N.C.), Dispatch, president; Cletus Brock, Mt. Olive, (N.C.), Tribune, vice-president; J. Mayon Parker, Ahoskie Herald, secretary-treasurer. Elections held Nov. 6, 1954.

FLORIDA DAILY NEWSPAPER ASSOCIATION —Ted Enns, Fort Pierce News-Tribune, president; W. M. Pepper, Jr., Gainesville Sun, vice-president. Elections held April 10, 1954.

FLORIDA PRESS ASSOCIATION—Offices, University of Florida School of Journalism and Communications, Gainesville, Fla.—Carr Settle, Glades County Democrat, Moore Haven, Fla., president; M. B. Fuller, Flagler Tribune, Bunnell, Fla., vice-president; John Paul Jones, School of Journalism and Communications, University of Florida, Gainesville, Fla., secretary-manager. District Directors: Robert Britt, Delray Beach Journal, 1st Dist.; Kelley Lyons, Florida Advocate, Wauchula, 2nd Dist.; Harry Schultz, Vero Beach Press-Journal, 3rd Dist.; Owen Brice, Lake Wales News, 4th Dist.; Marie Bolles, Eustis News, 5th Dist.; Tate Powell, Jr., Baker County Press, Macclenny, 6th Dist.; Louie Wadsworth, Suwannee Democrat, Live Oak, 7th Dist.; Tom Leonard, Press-Gazette, Milton, 8th Dist.; E. L. Matthews, Bradford County Telegraph, Starke, director-at-large; and George Burr, Jr., Winter Haven Herald, director-at-large; Russell Kay, Newspaper News and Radio Digest, Tampa, Fla., secretary to the Board of Directors.

FOOTBALL WRITERS ASSOCIATION OF NEW YORK—Joseph M. Sheehan, New York Times, president; Oscar Fraley, United Press, vice-president; Lonard Koppelt, New York Post, secretary; Fil Ferdenzi, Journal-American, treasurer. Elections held November 29, 1954.

FOURTH ESTATE SQUARE CLUB of PHILADELPHIA (composed of newspapermen of Masonic Fraternity)—Headquarters Address: 1736 Spring Garden St., Philadelphia, Pa. Sidney Richmond, Philip Klein Advertising Agency, president; Stanley F. Miller, Philadelphia Evening Bulletin, 1st vice-president; Leon Eckell, Allied Photo Engraving Co., Philadelphia, 2nd vice-president; Ben Black, formerly of Philadelphia Record, treasurer; Maurice Rappaport, Circ. mgr., T. V. Guide, Philadelphia, recording secretary. Elections held December 1st, 1954.

GEORGIA PRESS ASSOCIATION—Stanley Parkman, Carroll County Georgian, Carrollton, Ga., president; Quimby Melton, Jr., Griffin Daily News, Griffin, Ga., vice-president; C. E. Owen, North Georgia Tribune, Canton, Ga., treasurer; Harvey H. Walters, 24 Ivy Street, S. E., Altanta 3, Ga., secretary-manager. Elections held June 5, 1955.

HOOSIER STATE PRESS ASSOCIATION, Inc—E. H. Harris, Jr., Richmond, Ind., president; Ware Edgar, Knox, Ind., vice-president; Robert Cummings, Cannelton, Ind., secretary; William A. Dyer, Indianapolis, treasurer; Wray E. Fleming, Indianapolis, general counsel, 603 Indiana Trust Bldg., Indianapolis 4, Ind. Elections held April.

IDAHO ALLIED DAILIES—E. F. McDermott, Idaho Falls Post-Register, president; W. T. Marineau, Moscow Daily Idahonian, vice-president; Directors: R. S. Howard, Idaho State Journal, Pocatello; Clair B. Hull, News-Tribune, Caldwell; A. L. Alford, Tribune, Lewiston; W. E. Garets, Department of Journalism, Idaho State College, Pocatello, secy.-treasurer.

ILLINOIS AP BROADCASTERS ASSOCIATION—Al Rowe, WSOY, Decatur, chairman; William Small, WLS, Chicago, vice-chairman; William Brady, WPRC, Lincoln, secretary-treasurer; Continuing Study Committee: Brady; Phil Strand, WSIV, Pekin; and Don Brown, WILL, Urbana.

ILLINOIS DAILY NEWSPAPER MARKETS—George H. Williams, Gen. Mgr., 605 East Capitol Avenue, Springfield, Illinois; Mr. Benjamin Weir, Charleston Courier, Charleston, Ill.; president; Mr. Grover E. Shipton, Illinois State Journal & Register, Springfield, Illinois, vice-president; Mr. William K. Todd, Rockford Morning Star & Register-Republic, Rockford, Illinois, secretary-treasurer. Elections held May 21, 1954.

ILLINOIS PRESS ASSOCIATION—Headquarters Address: 119 Gregory Hall, Urbana, Ill. Don Pauschert, The News-Palladium, Pana, Ill., president; Arthur E. Strang, 119 Gregory Hall, University of Illinois, Urbana, secretary-manager. Elections held Oct. 9, 1954.

INDIANA ASSOCIATED PRESS—Drysdale Brannon, Chronicle-Tribune, Marion, Ind., chairman; W. P. Macdonald, Associated Press, Star-News Building, Indianapolis, chief of bureau.

INDIANA DEMOCRATIC EDITORIAL ASSOCIATION—T. Perry Wesley, Evening World, Spencer, president. Elections held April, 1954.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION—Leo C. Craig, Delphi Journal, president; Howard Houghton, Huntington, Herald-Press, 1st vice president; Howard Grossman, Salem, Republican-Leader, 2nd vice president; Henry Willis, Steuban Republican, Angola; treasurer; Stephen C. Noland, Indianapolis, secretary.

INLAND DAILY PRESS ASSOCIATION—B. H. Ridder, Jr., Herald and News-Tribune, Duluth, Minn, president; Byron C. Vedder, Courier, Champaign-Urbana, Ill., chairman of the board; William F. Canfield, Inland Daily Press Association, 7 South Dearborn St., Chicago 3, secretary-treasurer. Elections held October 4, 1954.

IOWA DAILY PRESS ASSOCIATION—Headquarters Address: 318 Shops Building, Des Moines 9, Iowa: J. F. Hladky, Jr., Cedar Rapids Gazette, president: C. W. Moody, Burlington Hawk-Eye Gazette, vice-president; Robert Hogan, News Bureau Chief; Herbert O. Tschudy, Executive Director; Jack K. Runyan, Sales Representative. Elections held Sept. 12, 1954.

IOWA PRESS ASSOCIATION, Inc.—D. E. Dewel, Algona Advance, president; Lloyd McCutcheon, Sibley Gazette-Tribune, vice-president; Ralph Shannon Washington Journal, advisory; S. E. Tennant, Colfax Tribune, treasurer; Don Reid, 501 Shops Bldg., Des Moines, Iowa, managing director. John R. Burrows Bell Plain Union, advisory. Elections held April, 1953.

IOWA PRESS PHOTOGRAPHERS ASSOCIATION Inc.—Headquarters address c/o Arthur N. Hugh, Storm Lake Pilot-Tribune, president; Cy Berg, Marshalltown Times-Republican, vice-president; Ron Bliesener, Burlington Hawk-Eye Gazette, secretary; Bill Bogle, Iowa Falls Citizen, treasurer. Elections held May 1955.

KANSAS PRESS ASSOCIATION—Wharton Hoch, Marion Record-Review, president; Henry Jameson, Abilene Reflector-Chronicle, vice-president; Larry Miller, 701 Jackson St., Topeka, secretary-manager; McDill Boyd, Phillipsburg Review, treasurer. Elections held in annual meeting in January.

KENTUCKY PRESS ASSOCIATION—James G. Wilson, Cynthiana Log Cabin, president; William C. Caywood, Winchester Sun, vice-president; Victor R. Portmann, secretary-manager, Central Office, School of Journalism, University of Kentucky, Lexington.

LOS ANGELES CHAPTER, AMERICAN ASSOCIATION OF NEWSPAPER REPRESENTATIVES—Headquarters Address: c/o Cresmer & Woodward, Inc. 3460 Wilshire Blvd., Los Angeles 5, Calif. William Mayer, Hearst Advertising Service, 714 W. Olympic Blvd., Los Angeles 15, director; R. Stanford Manning, West-Holliday, Inc., 520 W. 7th St., Los Angeles 15, president; A. P. Hartman, Ridder-Johns, Inc., 1638 Wilshire Blvd., Los Angeles 17, vice-president; Richard W. Tullar, Cresmer & Woodward, Inc., 3460 Wilshire Blvd., Los Angeles 5, secretary-treasurer. Elections held September 9, 1954.

LOUISIANA DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Joe D. Smith, Alexandria Town Talk, president; C. P. Liter, general manager, Baton Rouge State-Times and Advocate, secretary-treasurer. Elections held April, 1956.

LOUISIANA PRESS ASSOCIATION—Roland T. Huson, Jonesville, president; Matt Vernon, Eunice, vice-president; Jules Fogel, Vivian, past president; Bruce R. McCoy, Baton Rouge, manager. Directors: Ralph Bienvenu, Abbeville; Nathan Bolton, Bastrop; Kenneth J. Walker, Colfax; Jack Tannehill, Covington; John B. Gordon, Houma; Robert W. Wagner, Jena; Marvin Lipp, Oak Grove; John Thistlethwaite, Opelousas; Eddie Jackson, Thibodaux. J. N. Rials, Plaquemine, La., secretary-treasurer.

MAINE DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Richard K. Warren, Bangor News, president; Ed Byron, Kennebec Journal, vice-president; Quentin A. Whittier, Lewiston, Sun-Journal, secretary-treasurer. Elections held March 23, 1954.

MARYLAND PRESS ASSOCIATION—Headquarters Address: 513 Park Avenue, Baltimore 1, Md. Norman W. Harrington, Easton Star-Democrat, president; Herbert Corn, Washington (D. C.) Star, chairman of Chesapeake division, Associated Press. Elections held February 12, 1955.

MASSACHUSETTS PRESS ASSOCIATION—Headquarters Address: 72 Trapelo Road, Belmont 78, Mass. Gordon B. Seavey, Belmont Citizen, president; G. Richard Barnstead, Stoneham Independent; James D. Haggerty, Woburn Times; Cranston D. Eldredge, Winchendon Courier; vice-presidents; Herbert S. Austin, Wellesley Townsman, treasurer; Leon A. Burke, Jr., Lexington Minute-Man, secretary. Directors: Howard N. Fowler, Mansfield News; Herbert S. Austin, Wellesley Townsman; Cyrus M. Dolbeare, Wakefield Daily Item, historian. Elections held May.

MIAMI PRESS PHOTOGRAPHERS ASSOCIATION —Headquarters Address: 1138 NE 2nd Ave., Miami, Fla. Ed Pierce, Miami Daily News, president; Jack Emley, WITV, 1st vice-president; John Morrison, WITV, 2nd vice-president; Bob East, Miami Herald, secretary; Mike Serlick, City of Miami, treasurer. Elections held May.

MICHIGAN LEAGUE OF HOME DAILIES—Arthur Anderson, Big Rapids Pioneer, president; Paul V. Elsberry, secretary. Elections held January 28, 1955.

MICHIGAN PRESS ASSOCIATION—Headquarters Address: Gene Alleman, 257 Michigan Ave., East Lansing, Mich., secretary-manager; Louis J. Berman, Whitehall Forum, president; F. Granger Weil, Fort Huron Times-Herald, 1st vice-president; Frank Worthington, Wyandote Tribune, 2nd vice-president; Robert S. Marshall, Ogemaw County Herald, West Branch, treasurer. Directors: H. F. Bailey, Adrian Telegram; Duane DeLoach, Blissfield Advance, Earl T. Huckle, Cadillac Evening News; Leo R. Larson, Romeo Observer-Press; E. C. Hayhow, Hillsdale Daily News; Corey Van Koevering, Zeeland Record; Nelson D. Brown, Ingham County News, Mason; Almon W. McCall, Grand Haven Daily Tribune; Jack Sinclair, Hartford Day Spring; R. A. Watson, Delta Reporter, Gladstone. Elections held Jan. 28, 1954.

MIDDLE ATLANTIC NEWSPAPER CONFERENCE—Howard Sleeper, publisher of Mount Holly (N.J.) Herald, chairman; David J. Winkworth, manager of Publishers Bureau of New Jersey, vice-chairman; William R. Morrish, associate exec. secretary of New York State Publishers Asso., secretary-treasurer.

MIDWEST (N.C.) PRESS ASSOCIATION—Jay Huskins, Statesville Daily-Record, president; Cyril Mebane, Newton Observer, vice-president; Gordon Tomlinson, Mocksville Enterprise, secretary-treasurer.

MIDWEST TRAVEL WRITERS' ASSOCIATION —Frank Cipriani, Chicago Tribune, president; Leonard R. Barnes, Motor News, Detroit, Mich., vice-president; Pearl E. Hafstrom, South Bend Tribune, secretary; Edgar Jones, Highway Traveler, Chicago, treasurer.
Fred D. Burns, Cincinnati Times Star, president; Leonard R. Barnes, Motor News, Detroit, Mich., vice-president; Pearl E. Hafstrom, South Bend Tribune, secretary; Edgar Jones, Highway Traveler, Chicago, treasurer. Elections held Feb.

MILWAUKEE PRESS CLUB—125 E. Wells St., Milwaukee 2, Wis. Perry C. Hill, Milwaukee Journal, president; John Aboya, Klau-Van Pietersom-Dunlap Associates, Inc., vice-president; Paul E. Gustafson, Church Editor, Milwaukee Sentinal, secretary; Walter G. Wegner, Milwaukee Sentinel, treas-

(Continued on page 320)

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from page 319)

urer; Charles C. Benson, club manager; Board of governors—officers plus: Everett B. Swingle, Farm Editor, Milwaukee Sentinel; Frank Marasco, Art Director, Milwaukee Sentinel; Robert J. Riordan, Milwaukee Sentinel; John H. Thompson, Milwaukee Journal; Gibbs R. Allen, Public Relations Director, A. O. Smith Corp. Visiting Press Club Members and Newspapermen welcome. Elections held second Wednesday in January each year.

MINNESOTA EDITORIAL ASSOCIATION—Scott Schoen, Redwood Falls Gazette, president; Ralph W. Keller, 835 Palace Bldg., Minneapolis 1, Minn., secretary-manager; A. J. Suel, Times, New Prague, Minn., treasurer. Elections held Feb. 18, 1955.

MINNESOTA PRESS WOMEN—Mrs. Harriet Sitz, Grand Rapids Herald-Review, president; Miss Miriam Alburn, Minneapolis Star & Tribune, vice-pres., Miss May Murray, Winona Republican-Herald, secretary; Mrs. Elsie Hibbard, Lake City Graphic, treasurer. Elections held Feb., 1953 (2-year term).

MISSISSIPPI PRESS ASSOCIATION—Joe F. Ellis, News-Register, Clarksdale, Miss., president; Thos. M. Alewine, The News, Brandon, Miss., vice-president; Albert E. Fletcher, Southern Reporter, Sardis, Miss., secretary; W. C. Taylor, Jr., The South Reporter, Holly Springs, Miss., treasurer; Geo. L. Sugg, manager, Headquarters Office, Box 1789, Jackson, Miss.

MISSOURI ASSOCIATED DAILIES—William Van Cleve, Moberly Monitor-Index, president; C. T. Maxwell, Boonville Daily News, vice-president; Bill Bray, Columbia, Mo., treasurer; William C. Tucker, Warrensburg Star-Journal, secretary. Elections held January.

MISSOURI STATE SPORTSWRITERS AND SPORTSCASTERS ASSOCIATION—Stan Isle, Monitor-Index, president; Bob Williams, Star, Kansas City, vice-president; Ned English, Post-Tribune, Jefferson City, secretary; Paul Fleurdelys, Enterprise-Courier, Charleston, treasurer. District Chairmen: Sam Shapiro, News-Democrat, Festus, Eastern district; Ed O'Neill, Courier-Post Hannibal, Northeast district; Jim Chemi, Kansas City Star, Western district; Bud Thies, St. Louis Globe-Democrat, St. Louis district; Bob Gray, Poplar Bluff Daily American Republic, Southeastern district, and Wendell Redden, Joplin Globe, Southwestern district.

MONTANA STATE PRESS ASSOCIATION—Headquarters Address: Journalism Building, Missoula, Mont. R. J. Scanlan, Miles City Daily Star, president; I. R. Alling, Fairview News, first vice-president; Dorothy M. Johnson, Journalism Building, Missoula, secretary-manager. Elections held August.

NEBRASKA PRESS ASSOCIATION, INC., 129 North 9th Street, Lincoln, Nebraska—W. F. Greenlee, Jr., Oshkosh Garden County News, president; Byron B. Vaughan, Blue Hill Leader, vice-president; W. H. Plourd, Fullerton Nance County Journal, treasurer; Vern Scofield, Lincoln, secretary-manager. Board members: Reed O'Hanlon, Jr., Blair Pilot-Tribune; Henry Mead, Seward Independent; Jack Lough, Albion News; J. E. Hauge, Meadow Grove News; Ronald R. Furse, Plattsmouth Journal; Ed Apking, Ord Quiz; Perry N. Sapp, Osceola Record. Elections held April, 1955.

NEVADA STATE PRESS ASSOCIATION—Headquarters Address: Department of Journalism, University of Nevada, Reno. Jack Carpenter, Mason Valley News, Yerington, president; A. L. Higginbotham, Department of Journalism, University of Nevada Reno, secretary-treasurer. Elections held annual meeting each spring.

NEW ENGLAND ASSOCIATED PRESS NEWS EXECUTIVES ASSOCIATION—Paul L. Smith, Woonsocket (R.I.) Call, regional chairman; Robert Beaupre, Burlington (Vt.) Free Press, vice-chairman; L. P. Yale, chief, Boston Bureau, Associated Press, secretary-treasurer. Executive Committee: John M. O'Connell, Jr., Daily News, Bangor, Me.; Rex Fall, Berkshire Eagle, Pittsfield, Mass., Carl Lindstrom, Hartford (Conn.) Times; Mel Wax, Claremont (N.H.) Eagle; Continuing Study Committee Chairman: Thomas K. Brindley, Fall River (Mass.) Herald News; Contest Committee Chairman: Garrett D. Byrnes, Providence (R.I.) Journal & Bulletin. Elections held Sept. 1954.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION, THE—David R. Daniel, Hartford (Conn.) Times, president; Richard C. Steele, Worcester (Mass) Telegram-Gazette, vice-president; Stanley T. Black, Times, Pawtucket, R. I., secretary; Chas. L. Fuller, Enterprise, Brockton, Mass., treasurer; Frank E. Phillips, 120 Front St., Worcester, Mass., manager. Elections held May, 1954.

NEW ENGLAND DAILY NEWSPAPER COMPOSING ROOM EXECUTIVES' ASSOCIATION—John P. Sorensen, New Bedford Standard-Times, New Bedford, Mass., president; Joseph Unsworth, Woonsocket Call, Woonsocket, R. I., vice-president; Lewis R. Greene, Sun, Westerly, R. I., secretary; Augustine M. McNamee, Journal, Providence, R. I., treasurer. Elections held May 16, 1954.

NEW ENGLAND OUTDOOR WRITERS ASSOCIATION—Headquarters Address: 22 Chase St., Methuen, Mass. Harold P. Hastings, New Hampshire Sportscope, Claremont, N. H., president; Frank P. Woolner, Salt Water Sportsman, Boston Mass, vice-president; William H. Ridings, Eagle-Tribune, Lawrence, Mass., secretary-treasurer. Elections held first Saturday in February.

NEW ENGLAND WEEKLY PRESS ASSOCIATION—Howard Fowler, Mansfield News, Mansfield, Mass., president; Robert S. Baram, Boston University SPRC, 84 Exeter Street, Boston 16, Mass., manager.

NEW JERSEY PRESS ASSOCIATION—G. Howard Sleeper, Mount Holly Herald, president; John E. Kerney, Trenton Times, vice president; G. Wallace Conover, Somerset Messenger-Gazette, vice-president; A. Wallace Zimmerman, Plainfield courier-News, treasurer; Lloyd P. Burns, exec. secretary. Elections held June 1954.

NEW MEXICO PRESS ASSOCIATION—Keen Rafferty, Department of Journalism, University of New Mexico, Albuquerque, secretary-manager; Charles Fischer, Clovis News-Journal, president; Edward Guthmann, Springer Tribune, first vice-president; Lincoln O'Brien, New Mexico Newspapers, Inc., second vice-president. Monthly publication, "Shop Talk", same address; Keen Rafferty, editor. Elections held January 29, 1954.

NEWSPAPER CRAFTSMEN of NEW YORK—Stephen J. Lambert, Brooklyn Eagle, president; Horace Therien, Fairchild Press, 1st vice-president; Alexander Mills, New York Times, 2nd vice-president; Harvey Broad, Newsday, 3rd vice-president; Harry Jones, Morning Telegraph, 4th vice-president; Joseph A. Lawler, New York Herald Tribune, Treasurer; John Coloe, Long Island Star-Journal, Secretary. Elections held November 23, 1954.

NEWSPAPER CREDIT MANAGERS' ASSOCIATION (NEW YORK)—Headquarters Address: 230 West 41st Street, New York 36, N. Y. Sylvester J. Brenner, New York Times, president; Frank A. Dreiss, New York World-Telegram and The Sun, vice-president; Ruth Wallace, New York Herald-Tribune, secretary-treasurer, 230 West 41 Street, New York 36, N. Y. Elections held December 16, 1954.

NEWSPAPER GUILD of NEW YORK—Headquarters Address: 133 W. 44th St. N. Y. C. Joseph P. Murphy, Associated Press, president; Thomas J Fay, New York Herald Tribune, 1st vice-president; Joseph Kommer, Standard & Poor's, 2nd vice-president; William R. Burgess, New York Daily News, 3rd vice-president; Thomas J. Murphy, formerly of the New York Times, executive vice-president; M. Michael Potoker, formerly of the New York Daily Mirror, secretary-treasurer. Elections held Nov. 15, 1954.

NEWSPAPER REPORTERS ASSOCIATION of NEW YORK CITY, Inc.,—Hotel Martinique, 32nd Street & Broadway, New York 1, N. Y. Frank Engle, Fairchild Publications, president; Joseph J. Famiglietti, N. Y. Daily Mirror, 1st vice-president; Harold Phelan, Brooklyn Eagle, 2nd vice-president; Benjamin Finklestein, N. Y. Herald Tribune, treasurer; Edith Jackson Cahill, N. Y. World-Telegram, financial secretary; James Hackleman, Associated Press, secretary; Anthony Alborelli, Associated Press, sergeant-at-arms.

NEW YORK ASSOCIATED DAILIES—Leslie D. Kimble, Corning Leader, president; John F. Bertram, Geneva Times, vice-president; William M. Kessler, Gloversville Leader-Republican, secretary-treasurer. Elections held January, 1954.

NEW YORK CHAPTER, BASEBALL WRITERS ASSOCIATION of AMERICA—Louis Effrat, chairman; Joe Trimble, vice-chairman; Ben Epstein, secretary-treasurer; Sid Gray, executive secretary; Executive Committee: John Drebinger, Dan Daniel, Roscoe McGowen. Office: Waldorf-Astoria Hotel, New York, N. Y. Elections held November 17, 1954.

NEW YORK DRAMA CRITICS CIRCLE—Walter Kerr, Herald Tribune, president; Whitney Bolton, Telegraph, vice-president; T. H. Wenning, Newsweek, treasurer; George Freedley, Theatre USA Editor, Theatre Arts, secretary. Elections held October 14, 1954.

NEW YORK FINANCIAL WRITERS' ASSOCIATION, Inc.—P.O. Box 483, Times Square Station, New York 36, N. Y. Officers: Thomas J. Keller, Wall St. Journal, president; Frank Wm. Reed, World Telegram & Sun, vice-president; Robert D. Deasy, World Telegram & Sun, treasurer; Roland F. Pease, United Press, secretary-assist. treasurer; Mae W. Stabler, exec. secretary. Board of governors: Robert M. Bleiberg, Barron's; S. Richard Brown, United Press; Burton Crane, New York Times; Samuel A. Dawson, Associated Press; Max Foester, Herald Tribune; Bolling W. Haxall, Herald Tribune; Jack R. Ryan, New York Times; Georg F. Sullivan, Iron Age; Rader Winget, Associated Press. Elections held Fourth Thursday in March each year.

NEW YORK HOCKEY WRITERS ASSOCIATION—Headquarters: Madison Square Garden, N. Y. Joe Nichols, New York Times, president; Howie Maurer, Long Island Press, secretary-treasurer.

NEW YORK LEGISLATIVE CORRESPONDENTS' ASSOCIATION—David H. Beetle, Gannett News Service, president; John M. Greene, Long Island Daily Press, 1st vice-president; Raymond I. Borst, Buffalo Evening News, treasurer; John C. Crary, New York Red Book, secretary. Board of Directors: Edward W. Bates, New York Herald Tribune, chairman; Kirtland I. King, United Press; Norris Paxton, Associated Press; Sanford E Stanton, New York Journal-American; Ray Connelly, New York Daily News; Leo Egan, New York Times; Emmet N. O'Brien, Gannett News Service.

NEW YORK NEWSPAPER WOMEN'S CLUB—Headquarters Address: Hotel Biltmore, New York 17, N. Y. Kathleen McLaughlin, New York Times, president; Loretta King, New York Daily News, 1st vice-president; Mary Margaret McBride, The Associated Press, 2nd vice-president; Joan O'Sullivan, King Features Syndicate, 3rd vice-president; Guin Hall, New York Herald Tribune, treasurer. Elections held May 18, 1955.

NEW YORK PRESS ASSOCIATION—Headquarters Address: School of Journalism Bldg., Syracuse University, Syracuse 10, N. Y. Hubert D. Murray, Rockaway Beach Wave, president; H. G. Howard, Newark Courier-Gazette, president: Don H. Brown, Baldwinsville Messenger, 1st vice-president; James M. Brahan, Hoosick Falls Standard Press, 2nd vice-president; George J. Measer, The Amherst Bee, Williamsville, treasurer; Howard W. Palmer, sec'y-manager. Elections held Feb. 5, 1955.

NEW YORK PRESS PHOTOGRAPHERS ASSOCIATION, INC.—220 East 42nd Street, New York 17, N. Y. Leon Hoffman, Mirror, president; George Torrie, News, 1st vice-president; Lester Mannix, Fox Movietone News, secretary; Ruth D. Brown, executive secretary. Elections held May, 1954.

NEW YORK STATE ASSOCIATED PRESS ASSOCIATION—Hugh W. Robertson, Macy-Westchester Newspapers, White Plains, president; John A. Hall, Post-Journal, Jamestown, vice-president; Norris Paxton, Albany bureau, secretary-treasurer.

NEW YORK STATE PUBLISHERS ASSOCIATION—James H. Ottaway, Ottaway Newspapers, Endicott, president; George W. Helm, Jr., Westchester County Publishers, Inc., White Plains, vice-president; James H. Righter, Buffalo Evening News, secretary-treasurer; Karl H. Thiesing, Journalism Center, Syracuse University, Syracuse 10, N. Y., executive secretary. Elections held September 21, 1954.

NEW YORK STATE SOCIETY of NEWSPAPER EDITORS—Oxie Reichler, Yonkers Herald Statesman, president; T. R. Sunde, New York Daily News, vice-president; Charles A. King III, Utica Observer Dispatch, secretary-treasurer; Robert D. Murphy, Syracuse University School of Journalism, Syracuse 10, N. Y., executive secretary. Elections held Aug. 31, 1953.

NORTH and EAST TEXAS PRESS ASSOCIATION—Headquarters Address: Victor B. Fain, president, Box 311, Nacogdoches; Bill Davis, Waxahachie, vice-president; Ed Luker, Grapeland, secretary-treasurer; Arthur LeFevre, Jr., Houston, assistant to president.

NORTH CAROLINA ASSOCIATED PRESS CLUB—Headquarters Address: Associated Press Bureau, Charlotte, N. C. Staley Cook, Burlington Times-News, president.

N. C. ASSOCIATION of AFTERNOON DAILIES, Inc.—Lynn Nisbet, mgr.; Miss Lucile Harris, Raleigh, N. C., treasurer.

NORTH CAROLINA PRESS ASSOCIATION—Headquarters Address: Morganton, N. C. Holt McPherson, High Point, N. C., president and chairman of the board; Miss Beatrice Cobb, Morganton, N. C., secretary-treasurer. Elections held July 1955.

NORTH DAKOTA PRESS ASSOCIATION—Earl C. Rundle, New England, president; Calvin L. Andrist, Crosby, president; D. Eldon Lum, Wahpeton, 1st vice-president; Frank Hornstein, Rugby, 2nd vice-president; Edward J. Franta, Langdon, secretary-treasurer; Edward B. Kiley, Langdon, asst. secretary. Executive Committee: Calvin Andrist, Crosby Journal; Leonard N. Berg, Litchville Bulletin; Harve Olsen, New Rockford Transcript; Earle C. Rundle, New England Herald; Edward J. Franta, Landon Republican. Elections held April.

NORTHWEST DAILY PRESS ASSOCIATION—E. H. Lighter, Rapid City Journal, president; John Ainley, Bemidji (Minn.) Pioneer, vice-president; Wm. S. Moeller, Bismarck Tribune, chair. board; Raymond C. Rode, Minneapolis, executive secretary. Elections held Feb. 10, 1955.

OHIO LEGISLATIVE CORRESPONDENTS ASSOCIATION, The—Headquarters Address: Press Room, State House, Columbus. Hal Conefry, 34 N. Third St., Columbus, O., president; Malcolm H. Galbraith, 34 S. Third St., Columbus, O., vice-president; Robert Vincent 35, E. Gay St., Columbus, O., secretary; Howard R. Thompson, 62 E. Broad St., Columbus, O., treasurer. Elections held January of odd numbered years.

OHIO NEWSPAPER ASSOCIATION—Headquarters Address: 198 So. High St., Columbus 15. Orrin R. Taylor, Archbold Buckeye, president; Roger H. Ferger, Cincinnati Enquirer, chairman of board; William F. Maag, Jr., Youngstown Vindicator, vice-president; Gardner Townsley, Lebanon Western Star, treasurer; Ed M. Martin, executive director; William J. Oertel, asst. to executive director; Geneva L. Lucas, headquarters office manager; Paul R. Gingher, general counsel Elections held Jan. 28, 1955.

OHIO NEWSPAPER WOMEN'S ASSOCIATION—Mrs. Eloise Marshall Gruber, Columbus, president; Miss Bertha Wellman, Cleveland Press, vice-president; Miss Doris O'Donnell, Cleveland News, recording secretary; Mrs. Helen Geibfry, Wadsworth, exec sec'y; Mrs. Margaret Dennis, Republican Courier, Findlay, treasurer; and Miss Phyllis Nash, Ohio State Journal, Columbus, membership chairman. Elections held October, 1955.

OKLAHOMA PRESS ASSOCIATION—G. T. Newby, Woodward County Journal, Woodward, President; Ben Blackstock, 2407 Biltmore Hotel, Oklahoma City, secretary-manager. Elections held June 4, 1955.

ONTARIO PROVINCIAL DAILIES ASSOCIATION—J. R. Meakes, Sudbury Star, president; W. J. Coyle, Kingston Whig-Standard, vice-president; D. B. Willan, The Star, Sudbury; Ont., secretary-treasurer. 1953-54 office, Star Building, Sudbury, Ontario. Elections held Feb. 17, 1955.

OREGON NEWSPAPER PUBLISHERS ASSOCIATION, INC.,—Lucien P. Arant, Democrat-Herald, Baker, president; Robert Penland, Gazette-Times, Heppner, vice-president; M. J. Frey, The Oregonian, Portland, treasurer; Carl C. Webb, Journalism Bldg., Eugene, secretary-manager. Elections held June 18, 1954.

OREGON PRESS CONFERENCE—R. B. Chessman, Astoria (Ore.), Astorian Budget, chairman; Carl C. Webb, School of Journalism, University of Oregon, Eugene, Ore., secretary. Elections held February.

PACIFIC NORTHWEST NEWSPAPER ASSOCIATION—M. J. Frey, The Oregonian, Portland, Ore., president; Frank Jenkins, Herald & News, Klamath Falls, Ore., first vice-president; C. Wightman, Victoria Press, Ltd., Victoria, B. C., second vice-president; A. G. Llewellyn, secretary, Rm. 608, 806 S. W. Broadway, Portland 5, Oregon (Headquarters address). Elections held January.

PACIFIC SLOPE NEWSPAPERS, Inc.—Headquarters Address: 214 Lewis Hall, University, Seattle 5, Wash. Hugh McGilvra, News-Times, Forest Grove, Ore., president; Virgil Hillyer, Sun, Sunnyside, Wash., vice-president; Mrs. Mary E. Brown, Spokesman, Redmond, Ore., secretary; W. A. Wilbur, Times, Davenport, Wash., treasurer; C. B. Lafromboise, Seattle, Wash., manager. Elections held September or October annually.

PANHANDLE PRESS ASSOCIATION—Headquarters Address: 319 S. Main, Perryton, Tex. Ben R. Ezzell, Canadian Record, Canadian, Tex., president; Harold Hudson, Ochiltree County Herald, Perryton, Tex., secretary. Elections held April 16, 1955.

PENNSYLVANIA LEGISLATIVE CORRESPONDENTS' ASSOCIATION—Headquarters Address: Capitol News Room, P.O. Box 274 Harrisburg, Pa. John Paget, International News Service, president; Leonard A. Unger, Associated Press, and Duke Kaminski, Philadelphia Evening Bulletin, vice-presidents; Morris E. Swartz, Supervisor of Capitol Newsroom, secretary-treasurer. Elections held Jan. 1953 for two years.

PENNSYLVANIA NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters Address: 300-312 Telegraph Building, Harrisburg, Pa. G. A. Harshman, Sharon Herald, president; Ross W. Buck, Sewickley Herald, vice-president; Richard A. Swank, Duncannon Record, secretary-treasurer; Theodore A. Serrill, general manager; G. Richard Dwe, assistant to the general manager; Kermit E. Schaffer, industrial relations director. Elections held October 1954—Effective January 1, 1955.

PENNSYLVANIA SOCIETY OF NEWSPAPER EDITORS—Headquarters Address: 300-310 Telegraph Building, Harrisburg, Pa. Jerome Weinstein, Centre Daily Times, State College, president; Herman Reifsnyder, Altoona Mirror, vice-president; Joseph H. Adelman, Easton Express, secretary-treasurer. Elections held May 22, 1954.

PENNSYLVANIA WOMEN'S PRESS ASSOCIATION—Headquarters Address: Telegraph Building, Harrisburg, Pa. Mrs. Fay G. Cowan, News-Tribune, Beaver Falls, Pa., president. Elections held May 22, 1954.

PHILADELPHIA PRESS ASSOCIATION—Headquarters Address: 1001 Chestnut St., Phila. 7, Pa. Frank J. McDevitt, Philadelphia Inquirer, president; Mark S. Dolbey, Philadelphia Inquirer, vice-president; John R. P. Brady, Philadelphia Bulletin, treasurer; James E. McNeill, Philadelphia Bulletin, secretary. Elections held February 1, 1955.

PHILADELPHIA RECORD OLD-TIMERS—H. T. Craven, dramatic critic, 321 So. 18th St., Philadelphia, president; Thomas P. O'Neil, Public Relations, Penna. Mfr's. Ass'n; Mrs. Georgie W. Drinker, Media, Pa., vice-presidents; Harry Bewley, 323 Park Ave., Swarthmore, Pa., secretary; William G. Draucker, Photocopy Co., 1600 Sansom St., treasurer; Frank W. Short, City Hall, chairman, board of directors.

PHILADELPHIA SPORTS WRITERS' ASSOCIATION—Allen Lewis, Philadelphia Inquirer, president; Bob Vetrone, Bulletin, treasurer; Joe Schweneman, Philadelphia Inquirer, secretary; Board of Governors: Fred Byrod, Philadelphia Inquirer; Don Donghey, Evening Bulletin; Clair Hare, Philadelphia Inquirer; Ed Pollock, Bulletin; Oscar Yoblick, Inquirer; Jack Wilson, Evening Bulletin. Elections held during month of February.

PRESS PHOTOGRAPHERS ASSOCIATION of PHILADELPHIA—George Shivers, Camden Courier-Post, president; Bill Irving, Philadelphia Inquirer, vice-president; Fred Meyer, Philadelphia Bulletin, treasurer; Harold Hodgeman, secretary. Elections held June, 1954.

PRESS PHOTOGRAPHERS ASSOCIATION of PITTSBURGH, William Penn Hotel, Pittsburgh, Pa. Paul Slantis, Pittsburgh Post Gazette, president; Paul Schell, News-Tribune, Beaver Fall, Pa., vice-president; Dale Gleason, Pittsburgh Press, secretary; Edwin Morgan, Pittsburgh Sun Telegraph, treasurer; Executive board: Morris Berman, Pittsburgh Sun Telegraph, chairman; Jack Rue, Johnstown Tribune-Democrat, James Klingensmith, Pittsburgh Post Gazette, Edward Romano, Pittsburgh Sun Telegraph, Warren Brennan, Pittsburgh Press. Elections held Nov. 1, 1954.

PUBLISHERS' ASSOCIATION of NEW YORK CITY—William Mapel, 1475 Broadway, New York, president; Cranston Williams, 370 Lexington Ave., New York, secretary; T. E. J. Crowley, Journal-American, New York, treasurer; Association Headquarters, 1475 Broadway, New York 36, New York.

PUBLISHERS' BUREAU of NEW JERSEY, Inc.,—Raymond-Commerce Bldg., Newark 2, N. J., David J. Winkworth, manager; James J. McMahon, Hudson Dispatch, chairman. Elections held November 16, 1954.

SAN FRANCISCO CHAPTER of the AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Headquarters: D. Garry Lewis, Ridder-Johns, Inc., 110 Sutter Street, San Francisco 4, Calif., secretary; Joseph A. Burns, Fitzpatrick Associates, president; William St. Sure, Ward-Griffith Co., vice-president; Walter Patzlaff, Branham Co., treasurer; Robert Kinsley, Sawyer-Ferguson-Walker Co., national director. Elections held September 21, 1954.

SAN FRANCISCO CRITICS' COUNCIL—Wood Soanes, Tribune, Oakland, Calif., president; Fred Johnson, San Francisco Call-Bulletin, vice-president; Hortense Morton, San Francisco Examiner, treasurer; Emilia Bodel, San Francisco News, secretary.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

SOCIETY OF THE SILURIANS—Walter T. Brown, 350 W. 55th St., New York 19, N. Y., president; Charles A. Donnelly, first vice-president; C. Norman Stabler, second vice-president; Joseph M. Guilfoyle, treas.; Jerry Walker, asst. treas., Maurice G. Postley, 19 Hope Lane, Hicksville, N. Y., secy.

SOUTH CAROLINA PRESS ASSOCIATION—Headquarters Address: Walterboro, S. C., W. W. Smoak, Press & Standard, president. Elections held February.

SOUTH DAKOTA PRESS ASSOCIATION, Headquarters Address: Box T, State College Station, L. L. Coleman, Mobridge Tribune, Mobridge, S. D., president; Homer J. Givens, secretary-manager. Elections held March.

SOUTH PLAINS PRESS ASSOCIATION, THE—Headquarters Address: c/o Louis H. Vestal, Box 1456, Levelland, Tex. Allen Hodges, County Wide News, president; Curtis J. Sterling, The Brownfield News, first vice-president; Neil C. Vanzant, The Gaines County News, Seagraves, second vice-president; Louis H. Vestal, The Daily Sun News, Levelland, secretary treasurer.

SOUTHEASTERN PENNSYLVANIA NEWSPAPER ASSOCIATION—Headquarters Address: c/o Raymond W. Roth, Bryn Mawr Home News, president; William Strausberg, Ambler Gazette, vice-president; Richard G. Taylor, Kennett News & Advertiser, Kennett Square, secretary; Howard C. Berky, North Penn Reporter, Lansdale, treasurer. Elections held September 1, 1954.

SOUTHERN CALIFORNIA FINANCIAL WRITERS ASSOCIATION—Alex N. Campbell, Los Angeles Herald-Express, president; Bob Burgen, Los Angeles Mirror, vice-president; Anthony Gentle, Los Angeles Herald-Express, treasurer; Allan Van Cranebrock, Wall St. Journal, secretary. Elections held June 16, 1954.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION—Louis C. Hoeflin, president, Virden Recorder, Virden, Ill. Elections held April each year.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—Harry B. Bradley, Birmingham News & Post-Herald, Birmingham, Ala., president; Charles McD. Puckette, The Chattanooga, Tenn., treasurer; Tom Tanner, Box 1569, Chattanooga, Tenn., secretary-manager; Peyton Anderson, Telegraph & News, Macon, Ga., chairman of the board. Elections held November 8, 1954.

SOUTHWEST KANSAS EDITORIAL ASSOCIATION—Headquarters Address: Dighton Herald, Dighton, Kansas. Le Roy Allman, Dighton Herald, president; Albert M. James, Syracuse Journal, vice-president; George Carey, Meade Globe-Press, treasurer; Earl Fickertt, Marion, secretary.

TENNESSEE PRESS ASSOCIATION, Inc.—Headquarters Address: University Station, Knoxville, Tenn. Loye W. Miller, News-Sentinel, Knoxville, president; James W. Crawford, Democrat-Union, Lawrenceburg, vice-president; Ed Critchlow, Messenger, Union City, vice-president; Beecher Gentry, Herald, Cookeville, treasurer; Glenn E. McNeil, University Station, Knoxville, secretary-manager.

TENNESSEE PRESS SERVICE, Inc.—Guy Easterly, Press, LaFollette, Tenn., president; Roy Coleson, Falcon, Somerville, Tenn., vice-president; Glenn E. McNeil, secretary-treasurer-manager, University Station, Knoxville, Tenn. Elections held June, annually.

TEXAS DAILY NEWSPAPER ASSOCIATION, 808 Milam Bldg., Houston, Tex.—C. E. Palmer, Texarkana Gazette-News, president; H. Ben Decherd, Jr., Dallas News, vice-president; David C. Leavell, Galveston News, treasurer; John H. Murphy, secretary-manager.

TEXAS GULF COAST PRESS ASSOCIATION—Headquarters Address: R. Starley Tevis, Houston Post, secretary-treasurer; Mrs. Ross Woodall, Huntsville Item, president; Rigby Owens, Conroe Courier, vice-president. Elections held May 14, 1954.

TEXAS PRESS ASSOCIATION—W. R. Beaumier, Lufkin Daily News, president; Russel Bryant, Italy News-Herald, vice-president; Tom Whitehead, Brenham Banner-Press, secretary; Vern Sanford, Austin, general manager. Elections held June 1954.

TOPEKA PRESS CLUB—Headquarters Address: Capper Building, 8th and Jackson, Topeka, Kan. Jim Reed, Capital, president; Elon M. Torrence, Associated Press, secretary-treasurer.

TORONTO MEN'S PRESS CLUB, 99 Yonge St., Toronto, Ont.—Wilfred List, Globe and Mail, president; John Cranford, The Telegram, vice-president; Pat Ussher, Canadian Press, vice-president; Fred Ellins, Star, secretary; George MacFarlane, The Telegram, treasurer. Elections held November 6, 1954.

VIRGINIA PRESS ASSOCIATION—Inc.—C. E. Lindsay, Daily Progress, Charlottesville, Va., president and chairman of the executive committee; Carter Glass, Jr., News and Advance, Lynchburg, Va., treasurer; Edwin O. Meyer, Suite 510-14 Virginia Bldg., Richmond, Va., secretary-manager. Elections held July 1.

WASHINGTON NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters Address: 214 Lewis Hall, University, Seattle 5, Wash. Frank S. Emert, Omak Chronicle, president; L. F. Perrault, Poulsbo, Kitsap County Herald, vice-president; Harold S. Zimmerman, Castle Rock, Cowlitz County Advocate, secretary; William Verran, Wapato Independent, treasurer; William of Board of Trustees, C. B. Lafromboise, 214 Lewis Hall, University, Seattle 5, Washington, manager.

WASHINGTON PUBLISHERS ASSOCIATION, 1317 F Street, N.W., Washington, D. C.—Peyton R. Evans, executive secretary; C. C. Boysen, Washington Post Times-Herald, treasurer.

WEST TEXAS PRESS ASSOCIATION—Headquarters Address: Mrs. Ben Oglesby, Box 318, Bronte, Tex., secretary-treasurer; E. B. Harris, Jr., Graham, Tex., president; Ed Wishcamper, Abilene, Tex., first vice-president; Roy V. Fox, Colorado City, Tex., second vice-president. Elections held August.

WISCONSIN DAILY NEWSPAPER LEAGUE—Headquarters Address: Harry R. LePoidevin, 212 4th St., Racine, Wis. John Barenbaum, Manitowoc Herald-Times, president; Clifford G. Ferris, Rhinelander News, vice-president; Harry R. LePoidevin, Journal-Times, Racine, secretary-treasurer. Elections held November 29.

WISCONSIN PRESS ASSOCIATION—Carl Turner, County Post, Waupaca, president; A. M. Bearder, The Regional News, Lake Geneva, 1st vice-president; Palmer Sondreal, The Free Press, Amery, 2nd vice-president; Gordon R. Lewis, Voice, South Milwaukee, 3rd vice-president; Max F. Ninman, The Times-Press, Reedsburg, secretary-treasurer; Elliot Zander, The News, Brillion, past president. Elections held April 23, 1954.

WYOMING PRESS ASSOCIATION—R. R. Allbaugh, Laramie Newspapers, president; Frank Hicks, Buffalo Bulletin, president; Roy Peck, Riverton Ranger, vice-president; Wallace R. Biggs, 318 South 11th, Laramie, Wyoming, secretary-manager. Elections held February 1954.

ADVERTISING

ADVERTISING ASSOCIATION OF THE WEST, Hqrs: 425 Bush St., San Francisco 8, Calif. Clair G. Henderson, Rippey, Henderson, Kostka & Co., First National Bank Bldg., Denver 2, Colo., president; John Kemp, John Kemp Company, 1651 Cosmo St., Hollywood 28, Calif., senior vice-president; Mrs. Audrey Calder, United Cerebral Palsy Assn., 5224 Foothill Blvd., Oakland, Calif., vice president-at-large; Earl Glade, Jr., Station KDSH, 311 N. 10th St., Boise, Idaho, secretary; Carroll O'Rourke, Cole & Weber, 712 Corbett Bldg., Portland 4, Ore., treasurer; Robert R. Gros, Pacific Gas & Electric Co., 245 Market St., San Francisco 6, past president; Elliot M. Epsteen, 1355 Market St., San Francisco 3, legal counsel; Chas. W. Collier, executive vice president; Mrs. Marie Carlton, office manager. Vice-presidents—Thor Myhre, Hayward-Larkin Co. P.O. Box 2199, Spokane,, Wash.; E. M. McKim, Western Farm Life, 616 Washington St., Denver, Colo.; Harry B. McLain Oregon Journal, Portland, Ore.; Richard Ryan, Station KLOK, P.O. Box 967, San Jose, Calif.; Martha Jeffres, So. California Advertising Agencies Assn., 439 So. Western Ave., Los Angeles 5; Sam Ross, Station CKWX, 543 Seymour St., Vancouver 2, B.C.; George Christie, First National Bank, Phoenix, Ariz. Associate vice presidents—Miss Marjory Hardy, The Guide, 12518 Nyanza Road, S.W., Tacoma, Wash.; Ray J. Pierson, Pierson & Kearney, Ben Lomond Hotel, Ogden, Utah; Miss Neva Elliott, Sever & Elliott, 510 Corbett Bldg., Portland 4, Ore.; Mrs. Florence Dieves, W. A. Palmer Films, Inc., 611 Howard St., San Francisco 5; Nat Tanenbaum, Production Press, 5040 Eagle Rock Blvd., Los Angeles 41; Bessye Pittman, Steinfeld's, 35 N. Stone St., Tucson, Ariz.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 36, N. Y. Wesley I. Nunn, Adv. Mgr., Standard Oil Company (Indiana), Chicago 5, Ill., chairman; Ben R. Donaldson, Dir. Institutional Adv., Ford Motor Company, Dearborn, Mich., vice chairman; Elon G. Borton, Federation Headquarters 330 W. 42nd St., N. Y., president and general manager; Miss Viola Erickson, Exec. vice-pres., Cleveland Better Business Bureau, Cleveland, Ohio, secretary; Franklyn R. Hawkins, Adv. Dir., Libbey-Owens-Ford Glass Company, Toledo 3, Ohio, treasurer; vice-presidents: Mel G. Grinspan, Adv. Sls Prom. Dir., Black and White Stores, Memphis, Tenn.; Bert S. Gittins, Bert S. Gittins Advertising, Milwaukee, Wisconsin; C. Leonard Shaw, Adv. Mgr., Norton Company, Worcester 6, Mass.; Mary E. Busch, Vice Pres. Emery Advertising Corporation, Baltimore, Md. Elections held June 23, 1954.

ADVERTISING MANAGERS ASSOCIATION of the OHIO SELECT LIST—Jack Lake, Lancaster Eagle Gazette, president; Larry Finch, Troy, vice-president; Bob Pfeiffer, Uhrichsville, Sec-Treas.

ADVERTISING MANAGERS BUREAU, NEW YORK STATE DAILIES—Headquarters Address: School of Journalism, Syracuse University, Syracuse 10, N. Y. W. Stanley Dettimer, Rome Sentinel, president; Walton F. Deming, Ottaway Newspapers, first vice-president; John E. Heselden, Geneva Times, second vice-president; Robert J. Arnold, Gloversville Leader-Republican, treasurer; Francis E. O'Brien, Syracuse University School of Journalism, executive secretary; Edward J. Shephard, Syracuse University School of Journalism, graduate assistant. Elections held October 25, 1954.

ADVERTISING SPECIALTY NATIONAL ASSOCIATION—Robert E. Yaw, Souvenir Lead Pencil Co., Cedar Rapids, Iowa, president; L. T. Chelstrom, Fabriko, Inc., Green Lake, Wis., vice-president; Horace K. Atkins, Winthrop-Atkins Co., Inc., Middleboro, Mass., treasurer; Russell M. Searle, 1346 Connecticut Ave. N. W., Washington 6, D. C., secretary. Elections held October 1954.

ADVERTISING TYPOGRAPHERS ASSOCIATION of AMERICA, Inc.—461 Eighth Ave., New York; Carl H. Ford, The J. W. Ford Company, 110 West Central Parkway, Cincinnati 10, Ohio, president; Glenn C. Compton, 461 Eighth Ave., N. Y. C., executive secretary. Elections held October.

ADVERTISING WOMEN of NEW YORK, Inc,—Miss Ruth M. Volckmann, Sawyer-Ferguson-Walker Co., 60 E. 42nd St., president; Harriet Raymond, Celanese Corporation of America, 180 Madison Avenue, first vice-president; Antoinette Casey Hodes, 109 E. 37th St., second vice-president; Hortense Fillion, Department Store Economist, 100 E. 42nd St., treasurer; Marion C. Ranson, Master Business Service, 51 Madison Ave., asst. treasurer; Grace K. Sticht, Christian Science Monitor, 588 Fifth Avenue, Corr. Sec.; Henrietta Gunsten, Frank G. Shattuck Co., 58 W. 23rd St., Rec. Secy.; Mabel S. Blake, 110 West 47th St., executive secretary. Elections held May, 1954.

ALABAMA NEWSPAPER ADVERTISING SERVICE, Inc.—Bonnie D. Hand, The Lafayette Sun, president; William Stewart, The Monroe Journal, Monroeville, vice-president; Edmund R. Blair, St. Clair-News Aegis, secretary-treasurer; Jack Beisner, P.O. Box 2008, University, Alabama, manager; Jones W. Giles, University, assistant manager. Elections held January 21, 1955.

AMERICAN ASSOCIATION of ADVERTISING AGENCIES—Headquarters Address: c/o Frederic R. Gamble, A.A.A.A., 420 Lexington Ave., New York, president; Earle Ludgin, Earle Ludgin & Company, 121 W. Wacker Drive, Chicago 1, Ill., chairman of the Advisory Council; William R. Baker, Jr., Benton & Bowles, Inc. 444 Madison Ave., New York 22, N. Y., chairman of the board; Henry G. Little, Campbell-Ewald Co., General Motors Bldg., Detroit 2, Mich., vice-chairman; Robert E. Grove, Ketchum, MacLeod & Grove, Inc., 411 Seventh Ave., Pittsburgh 19, Pa., secretary-treasurer. Elections held April 22, 1954.

ART DIRECTORS CLUB of DETROIT—Headquarters Address: Scarab Club, 217 Farnsworth, Detroit 2, Mich. Ray Calby, Ford Motor Publications, president; Leonard Anderson, J. Walter Thompson Co. 1st vice-president; Robert Hungerford, Campbell-Ewald Co. 2nd vice-president & sec'y; Robert Andrus, Kenyon & Eckhardt, treasurer. Elections held Jan. 1955.

ASSOCIATION of CANADIAN ADVERTISERS, INC.—Headquarters 701 Federal Bldg., Toronto 1, Ont. Robert E. Day, Bulova Watch Co. Ltd., 372 Bay St., Toronto, Ont., president; M. M. Schneckenburger, House of Seagram, 1430 Peel St., Montreal, Que., executive vice-president; R. R. McIntosh, General Foods Ltd., 330 University Ave., Toronto, Ont.; R. E. Sewell, Coca-Cola Ltd., 90 Broadview Ave., Toronto, Ont.; T. M. Atkinson, Du Pont Company of Canada Ltd., Montreal, Que., vice-presidents; T. G. Ferris, Household Finance Corp. of Canada, 80 Richmond St. W., Toronto, Ont., treasurer; Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ont., general manager; J. A. Bromley, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ont., asst. general manager; John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ont., secretary. Directors: J. A. Blay, Hydro-Electric Power Commission of Ontario, 620 University Av., Toronto, Ont.; D. C. Bythell. Trans-Canada Air Lines, Int'l. Aviation Bldg., Montreal, Que.; G. C. Clarke, Standard Brands Ltd., Dominion Square Bldg., Montreal, Que.; K. J. Farthing, Canadian Westinghouse Co. Ltd., Sanford Avenue, N., Hamilton, Ont.; J. J. McGill, Tuckett Ltd., Queen Street, N., Hamilton, Ont.; J. C. Miller, Ford Motor Co. of Canada Ltd., 2780 Sandwich St. E., Windsor, Ont.; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; J. E. Potts, Lever Brothers Ltd., 299 Eastern Ave., Toronto, Ont.; A. A. Slater, National Cellulose of Canada Ltd., 1-21 Clouston Ave., Toronto, Ont.; E. H. Woodley, Northern Electric Co. Ltd., 1600 Notre Dame St. W., Montreal, Que. Elections held May 4, 1955.

ASSOCIATION of INTERNATIONAL ADVERTISING AGENCIES—Headquarters: 270 Park Avenue, New York 17, N. Y. Paul R. Kruming, National Export Advertising Service, Inc., president; Richard W. Battan, Robert Otto & Company, vice-president; Rose R. Lowe, Quinn-Lowe, Inc., secretary-treasurer. Elections held July 21, 1954.

ASSOCIATION of NATIONAL ADVERTISERS, Inc.—Headquarters Address: c/o Paul B. West, 285 Madison Ave., New York, president; E. G. Gerbic, vice-president, Johnson & Johnson, chairman of the board; E. W. Ebel, Director of Corporate Marketing, General Foods Corporation, vice-chairman of the board. Elections held Nov. 8, 1954.

BUREAU of ADVERTISING ANPA—Joyce A. Swan, Star & Tribune, Minneapolis, Minn., chairman; Richard L. Jones, Jr., World & Tribune, Tulsa, Okla., vice-chairman; Harold S. Barnes, director; Edward C. Raymond, business manager, 570 Lexington Ave., New York 22, N. Y.; Dent Hassinger, Western manager, 360 North Michigan Ave., Chicago 1, Ill.; H. C. Bernsten, Pacific Coast manager, 240 Montgomery St., San Francisco 4, Calif.; R. R. Postel, Detroit manager, 2761 Guardian Building, Detroit, Mich. Elections held April 1954.

CALIFORNIA NEWSPAPER ADVERTISING MANAGERS ASSOCIATION (Southern Division)—Cornelio Baca, Alhambra Post-Advocate, president; E. E. Hammond (Dailies) Corona Daily Independent, vice-president; Ed Palmer (Weeklies) La Cresenta-La Canada, Valley Ledger, vice-president; Chet Becker, Santa Maria Times, secretary-treasurer; Directors: Karl Wray, Lompoc Record; C. William Bland (Dailies) Anaheim Bulletin; Robert C. Belt (Dailies) San Fernando Valley Times; Lou Murray (Weeklies) Herald-American Newspaper Group, Compton; Joe Weiss (Weeklies) Monterey Park Progress; Kenny Flood (Dailies) San Diego Union-Evening Tribune.

CANADIAN ADVERTISING RESEARCH FOUNDATION INC.—Headquarters: 85 Richmond St. W, Toronto 1, Canada; J. M. Bowman, J. Walter Thompson Co. Ltd., 600 University Ave., Toronto, chairman; R. R. McIntosh, General Foods Ltd., 330 University Ave.,, Toronto, vice-chairman; John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, secretary-treasurer. Directors—John Eastman, McConnell, Eastman & Co. Ltd., 147 University Ave., Toronto; Adrian Gamble, Procter & Gamble Co. of Canada Ltd., P.O. Box 355, Terminal "A" Toronto; Elton Johnson, Locke, Johnson & Co. Ltd., Harbour Commission Bldg., Toronto; Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto; Robin E. Merry, Lever Brothers Ltd., 299 Eastern Ave., Toronto; Alex. M. Miller, Canadian Association of Advertising Agencies, 1 Delisle Ave., Toronto; J. M. Pretty, Cockfield, Brown & Co. Ltd., 185 Bloor St., E., Toronto; H. H. Rimmer, Canadian General Electric Co. Ltd., 212 King St., W., Toronto; H. D. Roach, McKim Advertising Ltd., 47 Fraser Ave., Toronto; R. E. Sewell, Coca-Cola Ltd., 90 Broadview Ave., Toronto.

EXPORT ADVERTISING ASSOCIATION, Inc.—George Giese, vice-president and director, McCann-Erickson, Inc. New York, president and chairman of the board; Grace Kennedy, Assistant to Foreign Advertising Manager, Bristol-Myers Company, New York, secretary.

FINANCIAL PUBLIC RELATIONS ASSOCIATION—Rod Maclean, Union Bank & Trust Co., Los Angeles, Calif., president; W. W. Delamater, Trademens Land Title Bank & Trust Co., Philadelphia, Pa., 1st vice-president; Wm. E. Singletary, Wachovia Bank & Trust Co., Winston-Salem, N. C., 2nd vice-president; Orrin H. Swayze, First National Bank, Jackson, Miss., 3rd vice-president; A. Gordon Bradt, Continental Ill. National Bank & Trust Co., Chicago, Ill., treasurer; Preston E. Reed, exec. vice-president; Lucy V. David, 231 South La Salle St., Chicago 4, Ill., secretary. Elections held Fall.

FLORIDA NEWSPAPER ADVERTISING EXECUTIVES—Headquarters P.O. Box 5476, Jacksonville 7. Ed Cartlidge, Sarasota News, president; Harold Ward, Fla. Times-Union, 1st vice-president; Paul Harris, Clearwater Sun, 2nd vice-president; George Schmidt, Daytona Beach News-Journal, treasurer; V. J. Obenauer, Jr., P.O. Box 5476, Jacksonville, secretary; Directors: Paul Harris, Clearwater Sun; W. G. Eversole, Gainesville Sun; Harold Ward, Jacksonville Times-Union; Ray D. Peterson, St. Peters Independent; James Banta, Tallahassee Democrat; Julia Rosenthal, Daytona Beach News-Journal; Clarence Yeager, Jacksonville Journal; Chet Perry, Ft. Myers News-Press.

THE KANSAS DAILY ADVERTISING MANAGERS ASSOCIATION—William Kelley, Junction City Union, president; Nelson Bridge, Winfield Daily Courier, vice-president; Larry Miller, Kansas Press Assn., secretary-treasurer. Directors: 1st district, Harvey Buckley, Atchison Daily Globe; 2nd district, Don Shipman, Ottawa Herald; 3rd district, Max Nutt, Parsons Sun; 4th district, Jack Landers, Newton Kansan; 5th district, Mike Smith, Great Bend Tribune; 6th district, S. Mervin Gulick, Goodland Daily News. Elections held Fall meeting.

MAGAZINE ADVERTISING BUREAU of CANADA—21 Dundas Sq., Toronto 1, EM. 6-6514. David B. Crombie, Reader's Digest, Toronto, president; C. J. Laurin, Chatelaine, Toronto, vice-president; R. G. Scott, Maclean-Hunter Publishing Co. Ltd., Toronto, secretary; J. S. Bootle, Time (Canadian), Toronto, treasurer; David S. Catton, 21 Dundas Sq., Toronto 1, manager. Directors: D. B. Crombie, Reader's Digest, Toronto; D. M. Gowdy, Maclean's Magazine, Toronto; B. B. Gundy, Time (Canadian) Toronto; W. W. Hitesman, Jr., Selection du Reader's Digest, Montreal; C. J. Laurin, Chatelaine, Toronto; G. F. Maccabe, Cdn. Homes & Gardens, Toronto; H. C. Obeay, Mayfair, Toronto. Elections held March 1954.

MEDIA BUYERS' ASSOCIATION of NEW YORK—Headquarters c/o John J. Manning, Geyer Advertising, Inc., 745 Fifth Ave., New York 22, secretary; David J. Wasko, Morey, Humm & Johnstone, president; David S. Hogmer, Donohue & Coe, 1st vice-president; Julius Joseph, Jr., Franklin Bruck Adv. Corp., 2nd vice-president; Harry Ledingham, Needham & Grobmann, treasurer; Brendam J. Baldwin, Maxon, Inc., sergeant at arms; executive board: Jeanette Le Brecht, Harry B. Cohen, Inc.; Rita Venn, Doherty, Clifford & Shenfield.

MICHIGAN PRESS ADVERTISING CONFERENCE—Lansing, Mich. Charles Perkins, Pontiac Daily Press, chairman; Kendall Somers, Niles Daily Star, vice-chairman; Gene Alleman, Michigan Press Association, secretary. Elections held October 23, 1954.

(Continued on page 322)

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ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from page 321)

MIDWEST NEWSPAPER ADVERTISING EXECUTIVES' ASSN.—E. D. Ward, Pittsburg, Kansas Headlight and Sun, president; K. U. Love, Sedalia, Mo., Democrat-Capital, vice-president; Victor A. Modeer, St. Joseph, Mo., News-Press & Gazette, secretary-treasurer; H. L. McKee, Kansas City, Kansas, Kansan, sergeant-at-arms. Elections held September 19, 1954.

NATIONAL ADVERTISING AGENCY NETWORK—Headquarters Address: 4235 Lindell Blvd., St. Louis 8, Mo. Oakleigh R. French, Oakleigh R. French & Associates, 4235 Lindell Blvd., St. Louis 8, managing director; Steering Committee: Howard Swink, Howard Swink Advertising Agency, Inc., 372 East Center Street, Marion, Ohio, chairman; Charles Carter, Carter Advertising Agency, Inc., 912 Baltimore Avenue, Kansas City 6, Missouri, financial director: Donald B. Foresman, Hazard Advertising Company, 295 Madison Avenue, New York 17, New York, inter-member relations director; Sidney Garfield, Sidney Garfield & Associates, 26 O'Farrell Street, San Francisco 8, California, meetings director; James M. Henderson, Henderson Advertising Agency, Inc., 9 West McBee Avenue, Greenville, S. C., publications director; W. H. Long, Hutzler Advertising Agency, Inc., Third National Building, Dayton 1, Ohio, public relations director; Frank G. Japha, 16 Mary Hill, St. Louis 24, Mo., executive secretary. Elections held next April 2, 1955.

NATIONAL SALES EXECUTIVES—Headquarters 136 East 57th Street, New York 22. G. J. Ticoulat, Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif., chairman of the board; Robert A. Whitney, 136 East 57th Street, New York 22, president; Charles E. Love, Commercial Control Corp., 1 Leighton Ave., Rochester, N. Y., treasurer. Elections held June.

NEW ENGLAND NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Don F. Leonard, Bridgeport (Conn.) Post-Telegram, president; George W. McLaughlin, Haverhill (Mass.) Gazette, vice-president; Charles J. Davis, Jr., Providence (R. I.) Journal-Bulletin, secretary; executive committee: Charles A. Tinckam, Augusta (Maine) Kennebec Journal; Carl Croce, Waterville (Maine) Sentinel; Harry Hardy, Gardner (Mass.) News; Charles F. Iwanicki, Meriden (Conn.) Record-Journal; Gordon MacPherson, Claremont (N. H.) Eagle; J. Warren McClure, Burlington (Vt.) Free Press; Thomas A. O'Donnell, Fall River (Mass.) Herald News. Elections held October 26, 1954.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Headquarters Address: 417 N. Vermilon St., Danville, Ill. Donald M. Bernard, Washington Post, president; Wilson W. Condict, St. Louis Globe-Democrat, 1st vice-president; Karl T. Finn, Cincinnati Times-Star, Robert C. Pace, 417 N. Vermilion St., Danville, Ill. secretary-treasurer. Directors; James Burnett, Binghamton (N. Y.) Press; Ralph W. Callahan, Anniston (Ala.) Star; John P. S. Doherty, Lawrence, (Mass.) Eagle-Tribune; Charles Fenn, London (Ont.) Free Press; C. I. Fountain, Lancaster (Pa.) Newspapers; Emile A. Hartford, Los Angeles Times; Wayne Henly, Lubbock (Tex.) Avalanche-Journal; B. W. Lewis, Denver Rocky Mountain News; Charles B. Lord, Indianapolis Star & News; Grant Stone, Cleveland Press; Russell W. Young, Seattle Times and past president; Laurence T. Knott, Chicago, Sun-Times. Elections held January.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION of THE CAROLINAS—George Lemons, Greensboro (N.C.) News-Record, president; R. D. Haltiwanger, Columbia (S.C.) State-Record, 1st vice-president; Larry Childs, Herald Journal, Spartanburg, S. C., secretary; P. G. Laughridge, Salisbury (N.C.) Post, 2nd vice-president; Elwood Horne, Durham N.C. Herald Sun, Paul Liles, treas. Times, Wilson, N.C. Florence (S.C.) Morning News, past president; Directors: Rudy Fonville, Burlington (N.C.) Times-News; Carl Pollock, Charleston (S.C.) Post, News & Courier; Jack Truesdale, Greenville (S.C.) News-Piedmont; Rex Freeman, Winston Salem (N.C.) Journal-Sentinel; O. A. Robinson, Charlotte (N.C.) Observer; Elwood Horne, Durham, N.C., Herald Sun ex-officio.

OUTDOOR ADVERTISING ASSOCIATION of AMERICA, INC.—Headquarters Address: 24 West Erie St., Chicago 10, Ill. H. J. Fitzgerald, 4550 W. Wisconsin Ave., Milwaukee 1, chairman of board; H. B. Markham, P.O. Box 328, Pocatello, Ida., president; Karl L. Ghaster, Jr., 24 West Erie St., Chicago 10, Ill., general manager; D. W. Vanderwater, 24 West Erie St., Chicago 10, Ill., secretary; J. B. Stewart, 828 S. Third St., Clinton, Ia., treasurer. Elections held November 10, 1954.

PACIFIC NORTHWEST NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Headquarters address: c/o Morrie L. Sharp, Journal, Portland, Ore., secy-treas. A. D. Addison, Klamath Falls, Herald and News, president; Russell W. Young, Seattle Times, vice-president; Board of Governors—Robert West, Spokane, Spokesman-Review; Robert Bertsch, Eugene (Ore.), Register-Guard; Frank Taylor, Ellensburg (Wash.) Record. Elections held May.

PREMIUM ADVERTISING ASSOCIATION of AMERICA, Inc.—Gordon C. Bowen, The Premium Service Co., Inc., 119 W. 19th St., New York 11, N. Y., president; John M. Davidson, Colgate-Palmolive Co., 1 Newark Ave., Jersey City 2, N. J., treasurer; Frank H. Waggoner, 22 Lincoln St., Ramsey, N. J., secretary. Headquarters, Suite 1009, 608 Fifth Avenue, New York 20, N. Y. Elections held May each year.

PRODUCTION MEN'S CLUB of NEW YORK, THE—Headquarters Address: Hotel Bedford, 118 East 40th St., New York. Edward H. Blohm, Morey, Humm & Johnstone, Inc., 350 Fifth Ave., New York 1, president; Victor L. Jensen, Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York 17, vice-president; John J. Walsh, O. S. Tyson Co. Inc., 230 Park Ave., New York 17; Joseph B. Damico, J. B. Rundle, Inc., 401 Broadway, New York 13, recording secretary; Harold E. Bisson, Fred Wittner Advertising, 581 Fifth Ave., New York 17, corresponding secretary.

PUBLIC UTILITIES ADVERTISING ASSOCIATION—C. Fred Westin, Public Service Electric & Gas Co., Newark 1, New Jersey, president; Raymond W. Fenton, The Peoples Gas Light & Coke Co., Chicago 3, Illinois, 1st vice-president; Robert H. Bridges, The Cleveland Electric Illuminating Co., Cleveland 1, Ohio, 2nd vice-president; Richard D. Furber, No. States Power Company, Minneapolis 2, Minn., 3rd vice-president; George G. Hanel, The Connecticut Light & Power Co., Hartford 1, Conn., secretary; Mead Schenck, Interstate Power Company, Dubuque, Iowa, treasurer.

SOUTHERN CALIFORNIA ADVERTISING AGENCIES ASSOCIATION—439 South Western Ave., Los Angeles 5, Calif. Robert Millar, president; Walter Marto, 1st vice-president; Walter Tilds, 2nd vice-president; Rod Mays, secretary-treasurer; Martha A. Jeffres, executive secretary; Directors: Kai Jorgensen; Alfred A. Atherton; Douglas Anderson; Al Hollander; Ted Neale, Jr.

TEXAS NEWSPAPER ADVERTISING MANAGERS ASSOCIATION—J. T. LaRoque, Abilene, Reporter-News, Abilene, president; Homer Belew, Star Telegram, Fort Worth, secretary-treasurer.

UTAH INTERMOUNTAIN ADVERTISING SERVICE—(Business Affiliate of Utah State Press Association) Harrison Conover, Springville, Utah, chairman of board; Robert B. Ward, manager, 34 West Broadway, Salt Lake City 1, Utah. Elections held February 12, 1955.

WESTERN DAILY NEWSPAPER ADVERTISING MANAGERS' ASSOCIATION—Gordon A. Donovan, Calgary Albertan, president; Frank E. Dines, The Vancouver Herald, vice-president; Charles B. Hinman, Winnipeg Tribune, secretary-treasurer. Elections held July 30, 1954.

CIRCULATION

CALIFORNIA CIRCULATION MANAGERS' ASSOCIATION—Headquarters: c/o H. D. Tennant, Huntington Park Signal, president; Harry Thatcher, Salinas Californian, first vice-president; John Black, Los Angeles Examiner, second vice-president; James H. Mackie, San Francisco Call-Bulletin, secretary-treasurer. Elections held October 19, 1954.

CANADIAN CIRCULATION MANAGERS' ASSOCIATION—Headquarters Address: Roy Middleton, Hamilton (Ont) Spectator, secretary; Guy Angers, Le Droit, Ottawa, Ont., president. Elections held May, 1954.

CENTRAL STATES CIRCULATION MANAGERS' ASSOCIATION—Clarence G. Cooke, Citizen-Patriot, Jackson, Mich. president; Ralph E. Heckman, Fort Wayne Newspapers, Inc. Fort Wayne, Ind. vice-president; C. K. Jefferson, Register & Tribune, Des Moines, Iowa, treas.; Michael E. Moyer, Herald-Argus, LaPorte, Ind., chairman of the board. Elections held in March of every year.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—Headquarters Address: c/o Jack Estes, 403 Interurban Bldg., Dallas, Texas, secretary-manager; Arthur Daniel, Atlanta (Ga.) Journal & Constitution, chairman of board; Charles Staab, Cincinnati (Ohio) Enquirer, president; Morris Shorr, Woonsocket (R. I.) Call, first vice-president; L. W. McFetridge, Tulsa (Okla.) World & Tribune, treasurer. Elections held June, 1954.

INTER-STATE CIRCULATION MANAGERS ASSOCIATION—B. Herbert Reynolds, Sunpapers, Baltimore, Md., president; David N. Smith, Sun-Gazette, Williamsport, 1st vice-president; Robert O. Crawford, Patriot News, Harrisburg Pa. Convention secretary; Virgil Fassio, Daily News, Tarentum, Pa., Lewis Jones Independent Monessen, Pa. sergeant-at-arms. Elections held Oct. 12 1954 Wilmington, Del.

MICHIGAN PRESS CIRCULATION CONFERENCE, Lansing, Mich.—Duncan Cameron, Escanaba Press, chairman; Willard Reed, Lansing State Journal, vice-chairman; Gene Alleman, Michigan Press Association, secretary.

MID-ATLANTIC CIRCULATION MANAGERS' ASSOCIATION—George G. Bent, Jr., Times & World-News, Roanoke, Va., president; Bruce C. Rogers, The Charlotte Observer, Charlotte, N.C. 1st vice-president; W. W. Sirmon, The Charlotte News, Charlotte, N.C., 2nd vice-president; Joe E. Hart, Herald Journal, Spartanburg, S. C., convention sec'y; W. G. Carrington, Herald-Sun, Durham, N.C., secretary-treasurer. Elections held October.

MIDWEST CIRCULATION MANAGERS' ASSOCIATION—Claude Stutzman, Kansas City (Kan.) The Kansan, president; Walter D. Tetrick, Jefferson City (Mo.) News-Tribune, vice-president; George Dunn, Kansas City Star, Kansas City, Mo. 2nd vice-president; Earl Miller, Hot Springs, Ark. New Era & Sentinel, chairman of the board; Frank W. Long, Wichita (Kan.) Eagle, secretary-treasurer; Mark T. Seacrest, Lincoln (Neb.) Star Journal, convention secretary; Directors; Howard Long, Fayetteville (Ark.) Northwest Arkansas Times; William Barnwell, Pueblo (Colo.) Star Journal-Chieftain; H. E. Grantham, Winfield (Kan.) Daily Courier; L. Francis Pike, Columbia (Mo.) Tribune; John Goossen, Norfolk (Neb.) Daily News; J. R. Spencer, Clovis (N.M.) News-Journal; Lonnie Pense, Tulsa (Okla.) World-Tribune; Kenneth Oliver, Sheridan (Wyo.) Press.

MISSOURI CIRCULATION MANAGERS' ASSOCIATION—Joe Forsee, The Tribune, Columbia, Mo., president; Lee Arnold, The Standard, Sikeston, Mo., vice-president; Jack Carr, The Missourian, Columbia, Mo., secretary; William A. Bray, manager, The Missouri Press Association, Columbia, Mo., treasurer. Board of directors: James Carney, The Monitor Index, Moberly, Mo., Elwyn Goodson, The Ledger, Mexico, Mo., W. D. Tetrick, The News-Tribune, Jefferson City, Mo. Election held May, 1954.

NEW ENGLAND CIRCULATION MANAGERS ASSOCIATION—Headquarters Address: c/o Guy W. Mersereau, The Christian Science Monitor, 1 Norway St., Boston, Mass.: Frank Geoghegan, Quincy (Mass.) Patriot Ledger, president; Manuel Berman, Worcester (Mass.) Telegram-Gazette, 1st vice-president; Paul C. Abbott, Lawrence (Mass.) Eagle-Tribune, 2nd vice-president. Elections held January 20, 1954.

NEW YORK STATE CIRCULATION MANAGERS' ASSOCIATION—Howard W. Bishop, Courier-Express, Buffalo, N. Y., president; J. Truman Kahler, Sentinel, Rome, N. Y., secretary-treasurer. Elections held November 2, 1954.

NORTHERN STATES CIRCULATION MANAGERS' ASSOCIATION—George Cooper, St. Paul (Minn.) Dispatch-Pioneer Press, president; Byron E. Thomson, Grand Forks (N.D.) Herald, president; James J. Whyte, Minneapolis, Minn., Star & Tribune, vice-president; W. R. Schaefer, Marinette (Wis.) Eagle-Star, secretary-treasurer. Elections held April 17, 1955.

OHIO CIRCULATION MANAGERS ASSOCIATION—W. H. Liebetrau, Daily News, Dayton, Ohio, president; Lambert Liddell, Register-Star-News, Sandusky, Ohio, secretary-treasurer. Elections held October.

PACIFIC NORTHWEST INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—Malcolm A. C. McCallum, Calgary (Alta.) Herald, Calgary, president; Harry A. Hoskins, Tacoma News Tribune, Tacoma, Washington, secretary. Elections held in May or June each year.

SOUTHERN CIRCULATION MANAGERS' ASSOCIATION, 117 East 10th Street, Chattanooga, Tenn. Alvin Sholar, Advocate-State-Times, Baton Rouge, La., president; Don Cameron, News-Sentinel, Knoxville, Tenn., 1st vice-president; William Tracy, Item, New Orleans, La., 2nd vice-president; D. R. Wood, News-Post-Herald, Birmingham, Ala., treasurer; Robert J. Sudderth, Times, Chattanooga, Tenn., secretary. Elections held September 28, 1954.

TEXAS CIRCULATION MANAGERS' ASSOCIATION—Sam Duke, Borger Herald, president; John Fariss, Lubbock Avalanche-Journal, 1st vice-president; Phil Granath, Austin American-Statesman, 2nd vice-president; Frank Arnold, Beaumont Enterprise and Journal, convention secretary; P. F. Fincher, Austin American-Statesman, secretary-treasurer. Elections held November 9, 1954.

CLASSIFIED

ASSOCIATION of NEWSPAPER CLASSIFIED ADVERTISING MANAGERS—Raymond I. Dykes, Westchester County Publishers, Inc., White Plains, N. Y., president; Kenneth Harrington, Daily News, Dayton, Ohio, first vice-president; Daniel Lionel, New York Herald Tribune; second vice-president; James L. DuRoss, Chronicle, Houston, Tex., third vice-president; James G. Slep, Mirror, Altoona, Pa., secretary; Eldred R. Garter, Madison (Wis) Newspapers; treasurer. Elections held June 1954.

MISSISSIPPI VALLEY CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—William R. Golding, Lincoln Star-Journal, president; Fred Larey, Bloomington Daily Pantagraph, 1st vice-president; Robert Richter, Sheboygan Press, 2nd vice-president; Joseph P. Klouda, Davenport Times, treasurer; George J. Westrich, Racine Journal-Times, secretary. Elections held February 7, 1954.

NEW YORK CLASSIFIED ADVERTISING MANAGERS' ASSOCIATION—Miriam W. Tully, Fairchild Publications, president; John L. Irvin, Journal American, vice-president; Arthur Giglio, secretary. Elections held in December.

NORTHERN CALIFORNIA CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Fred Dunster, Oakland Tribune, president; Edwin Rice, Redwood City Tribune, secretary.

SOUTHERN CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—A. P. Vaughn, Dallas (Tex.) News, president; Bill Bauerkemper Houston (Tex.) Press, vice-president; Jeanette Soloman, Shreveport (La.) Journal, secretary-treasurer.

WESTERN CLASSIFIED ADVERTISING ASSOCIATION—L. H. Egbert, Salt Lake Tribune and Deseret News, pres.; Jack Hathaway, Alhambra Post-Advocate, 1st vice-pres.; Har Henry, San Jose Mercury-News, 2nd vice-pres.; Harry Whitaker, San Luis Obispo Telegram-Tribune, treasurer; Alice Faegan, Van Nuys News and Green Sheet, secretary; Directors: Clarence Diffenderfer, Stockton Record; Sid E. Sidaway, Victoria Press Victoria, B. C.; Will Jaen, Spokane Spokesman-Review. Elections held Sept. 22, 1954.

MECHANICAL

GREAT LAKES NEWSPAPER MECHANICAL CONFERENCE—Roy Schulz, Milwaukee Journal, president; George Feldt, Milwaukee Journal; Cecil Watkins, Sidney Daily News; John Innis, Indianapolis Star-News; Robert C. Nelson, Detroit News, vice-presidents; Don M. Clark, Grand Rapids Press, secretary-treasurer. Directors: Fred H. Plimell, Ohio State Journal; Lloyd Wright, Fort Wayne Newspapers, Inc.; Joseph F. Walker, Cincinnati Enquirer; Ernest Scherer, Detroit News; Frank Dassori, Detroit Times. Elections held January.

ILLINOIS NEWSPAPER MECHANICAL CONFERENCE—Headquarters-Hotel Custer, Galesburg, Ill. Eldon L. Martin, Galesburg Register-Mail, president; Earl D. Ford, Bloomington Daily Pantagraph, vice-president; Wilbur L. Augspurger, Peoria Newspapers, Inc., secretary-treasurer; Directors: Les M. Phares, Champaign News-Gazette; Arthur Kramer, Joliet Herald-News; John N. Barron, LaSalle News-Tribune; Vernard Bradley, Kankakee Daily Journal; Thomas Lowry, Peoria Newspapers, Inc.; John Rausch, Aurora Beacon-News.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS & STEREOTYPERS, INC.—701 Leader Bldg., Cleveland 14, Ohio. Carl N. Becker, Becker Electrotype Co., 144 North Water St., Milwaukee 2, International president; Elmer Schwartz, United Electrotype & Stereotype Co., 426 S. Clinton St., Chicago 7, Ill., first vice-president; Walter C. Deye, Quality Engraving & Electrotype Co., 436 Commercial Square, Cincinnati 2, Ohio, second vice-president; C. H. McNellen, Bomac Electrotype Co. Ltd., 246 Richmond St., W., Toronto, Ont., Canada, International third vice-president; A. P. Schloegel, 701 Leader Bldg., Cleveland 14, Ohio, International secretary-treasurer. Elections held October 30, 1954.

INTERNATIONAL ASSOCIATION of PRINTING HOUSE CRAFTSMEN, Inc.—Headquarters Address: Mr. Pearl E. Oldt, Internatl. Assn. of Printing House Craftsmen, Inc., 307 E. 4th St., Room 806, Cincinnati 2, Ohio, exec. sec.. Thomas P. Mahoney, 313 E. Prairie Avenue, Wheaton, Ill., president; A. R. Tommasini, University of California Press, Berkeley, Calif., vice-president; George Wise, 1200 Warren Rd., Lakewood, Ohio, vice-president; Ferd Voiland, Jr., 201 W. 10th Avenue, Topeka, Kansas, vice-president; Albert L. Kolb, Marine Trust Co., 248 Washington St., Buffalo, N. Y., treasurer. Elections held in August.

INTERNATIONAL PHOTO-ENGRAVERS' UNION of NORTH AMERICA—Wilfred T. Connell, Room 464 Statler Office Bldg., Boston 6, Mass., president; Matthew Woll, 200 East 70th St., New York 21, first International vice-president; Henry F. Schmal, 3605 Potomac St., St. Louis 16, Mo., secretary-treasurer. Elections held August 20, 1954.

INTERNATIONAL PRINTING PRESSMEN and ASSISTANTS' UNION of NORTH AMERICA—PRESSMEN'S HOME, TENNESSEE.—Thomas E. Dunwody, Pressmen's Home, Tenn., president; F. W. Maxted, Longacres P. O. Aldershot, Ontario, Canada, vice-president; Anthony J. De Andrade, 807 Old South Bldg., 294 Washington St., Boston, Mass., vice-president; Jack P. Torrence, Room 1512, 130 North Wells St., Chicago, Ill., vice-president; Walter J. Turner, 1830 East Florence Avenue, Los Angeles 1, Calif. vice-president; Alexander J. Rohan, 613 Sheraton Bldg., 711-14th St., N. W., Washington, D. C., vice-president; George L. Googe, Pressmen's Home, Tenn., secretary-treasurer.

INTERNATIONAL STEREOTYPERS' and ELECTROTYPERS' UNION—Headquarters Address: 752 Old South Bldg., Boston 8 Mass. Leo J. Buckley, Rm. 1206, 475 5th Ave., New York 17, president; Frank R. Adams, 1840 Transportation Bldg., Chicago 5, 1st vice-president; Frank Farrenkopf, Room 1118, 15 Park Row, New York 38 N. Y., second vice-president; James H. Sampson, 300 Nordica St., Glenview, Illinois, third vice-president; Joseph L. O'Neil, 752 Old South Bldg., Boston 8, secretary-treasurer. Canadian vice-president: George P. Fry, 59 Cliveden Ave., Toronto 18, Ontario, Canada. Elections held December, 1952.

INTERNATIONAL TYPOGRAPHICAL UNION—Headquarters Address: 2820 North Meridian Street, Indianapolis, Ind. Woodruff Randolph, P.O. Box 428, Indianapolis 6, Ind., president; Charles M. Lyon, P.O. Box 428, Indianapolis 6, Ind., first vice-president; Harold H. Clark, P.O. Box 428, Indianapolis 6, Ind., second vice-president; Joe Bailey, P.O. Box 428, Indianapolis 6, Ind., third vice-president; Don Hurd, P.O. Box 728, Indianapolis 6, Ind., secretary-treasurer. Elections held May 19, 1954.

IOWA DAILY NEWSPAPER MECHANICAL CONFERENCE—Bert DuSold, Globe-Gazette, Mason City, president; Wm. D. McCauley, Globe-Gazette, Mason City, first vice-president; M. F. Dingman, Gazette, Cedar Rapids, second vice-president; Paul F. Kamier, Herald, Clinton, secretary-treasurer. Elections held May 23, 1954.

NATIONAL ASSOCIATION of PRINTING INK MAKERS, INC.—1440 Broadway, New York 18. Frank Morrison, Morrison Printing Ink, 1051 Power Ave., Cleveland 14, Ohio, president; Fred Weymouth, IPI, 67 W. 44 St. New York, vice-president; J. S. Hart, J. M. Huber Corp., 1478 Chestnut Ave., Hillside, N. J., treasurer; Herbert Livesey Jr., 1440 Broadway, secretary.

NEW ENGLAND DAILY NEWSPAPER COMPOSING ROOM EXECUTIVES ASSOCIATION—John P. Sorenson, New Bedford Standard Times, president; Lewis R. Greene, Sun, Westerly, R. I., secretary. Elections held May 16, 1954.

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PAY OF MECHANICAL FORCES AS OF JAN. 1, 1955 PRINCIPAL U. S. CITIES

Data prepared by ANPA Special Standing Committee

Typographical Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	36¼	36¼	$3.172	$3.310	12-8-53
Chicago, Ill.	36¼	36¼	3.228	3.379	1-15-55
Philadelphia, Pa.	37½	37½	2.907	3.040	10-1-54
Detroit, Mich.	37½	36¼	3.174	3.407	11-1-54
Los Angeles, Calif.	37½	37½	2.939	3.072	10-1-54
Cleveland, Ohio	37½	37½	2.953	3.118	10-1-53
Baltimore, Md.	36¼	36¼	2.960	3.090	1-1-55
St. Louis, Mo.	36¼	36¼	3.062	3.220	10-1-54
Boston, Mass.	37½	37½	2.957	3.083	1-1-54
Pittsburgh, Pa.	37½	37½	3.013	3.120	1-1-55
Washington, D. C.	35	35	3.150	3.293	10-1-54
San Francisco, Calif.	37½	37½	2.929	3.062	4-26-54
Milwaukee, Wisc.	37½	37½	2.907	3.040	3-3-54
Buffalo, N. Y.	37½	37½	2.987	3.120	8-20-54
New Orleans, La.	37½	37½	2.666	2.773	5-15-54
Minneapolis	35	35	3.165	3.315	1-1-55
Cincinnati, Ohio	37½	37½	2.827	2.960	4-1-54
Newark, N. J.	37½	36¼	2.986	3.200	-27-54
Kansas City, Mo.	37½	37½	2.953	3.100	10-1-54
Indianapolis, Ind.	37½	37½	2.947	3.080	1-1-55
Houston, Tex.	37½	37½	2.860	2.993	12-1-53
Seattle, Wash.	35	35	3.200	3.343	7-15-54
Rochester, N. Y.	37½	37½	2.853	2.986	11-1-54
Denver, Colo.	36¼	36¼	2.945	3.082	4-1-54
Louisville, Ky.	37½	37½	2.890	3.030	7-25-54
Columbus, Ohio	37½	37½	2.960	3.093	10-3-54
Portland, Ore.	36¼	36¼	3.090	3.228	9-15-54
Atlanta, Ga.	37½	37½	2.813	2.920	10-1-54
Oakland, Calif.	37½	37½	2.929	3.062	4-26-54
Jersey City, N. J.	35	35	3.200	3.343	7-1-53
Dallas, Tex.	35	35	3.043	3.186	10-14-54
Memphis, Tenn.	37½	37½	2.794	2.927	11-29-53
St. Paul, Minn.	35	35	3.115	3.329	10-1-54
Toledo, Ohio	37½	37½	3.013	3.173	9-29-54
Birmingham, Ala.	37½	37½	2.733	2.833	4-1-54
San Antonio, Tex.	37½	37½	2.693	2.840	6-30-54
Providence, R. I.	37½	37½	2.773	2.893	1-1-54
Akron, Ohio	37½	37½	3.003	3.163	10-1-54
Omaha, Neb.	37½	37½	2.743	2.918	1-1-54
Dayton, Ohio	37½	37½	2.746	2.958	10-1-53
Average	36.96	36.93	$2.957	$3.102	.....

Pressmen's Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	36¼	33½	$3.098	$3.457	12-8-54
Chicago, Ill.	37½	35	2.980	3.350	5-1-54
Philadelphia, Pa.	37½	33¾	2.880	3.170	11-1-54
Detroit, Mich.	37½	35	2.975	3.219	12-1-54
Los Angeles, Calif.	37½	35	2.853	3.100	7-1-54
Cleveland, Ohio	37½	35	2.863	3.124	12-1-53
Baltimore, Md.	37½	35	2.827	3.029	1-1-55
St. Louis, Mo.	37½	35	2.853	3.077	10-1-54
Boston, Mass.	42	36	2.767	3.228	1-1-54
Pittsburgh, Pa.	37½	37½	2.760	2.867	1-25-54
Washington, D. C.	35	35	2.939	3.046	2-10-54
San Francisco, Cal.	37½	37½	2.849	2.982	8-15-54
Milwaukee, Wisc.	37½	35	2.827	3.064	5-19-54
Buffalo, N. Y.	37½	37½	2.895	3.028	8-23-54
New Orleans, La.	40	40	2.475	2.575	5-15-54
Minneapolis, Minn.	37½	37½	2.950	3.085	3-1-54
Cincinnati, Ohio	37½	37½	2.793	2.927	4-10-54
Newark, N. J.	37½	33¾	2.964	3.404	5-1-54
Kansas City, Mo.	37½	37½	2.927	3.073	1-1-55
Indianapolis, Ind.	37½	37½	2.853	2.987	3-1-54
Houston, Tex.	37½	35	2.713	2.914	7-3-53
Seattle, Wash.	36¼	35	3.200	3.271	10-1-54
Rochester, N. Y.	37½	37½	2.786	2.920	12-1-53
Denver, Colo.	37½	35	2.780	3.007	3-1-54
Louisville, Ky.	37½	37½	2.860	2.980	7-25-54
Columbus, Ohio	37½	37½	2.840	2.970	1-1-54
Portland, Ore.	37½	35	2.920	3.164	1-1-54
Atlanta, Ga.	37½	37½	2.813	2.921	3-1-54
Oakland, Calif.	37½	37½	2.849	2.983	1-9-55
Jersey City, N. J.	37½	36	3.192	3.325	12-15-53
Dallas, Tex.	35	35	2.900	3.043	8-15-53
Memphis, Tenn.	37½	37½	2.700	2.833	2-1-54
St. Paul, Minn.	37½	37½	2.850	3.050	8-21-54
Toledo, Ohio	37½	37½	2.913	3.060	11-1-54
Birmingham, Ala.	40	35	2.733	3.122	8-22-54
San Antonio, Tex.	37½	37½	2.693	2.840	9-10-54
Providence, R. I.	37½	37½	2.719	2.840	4-1-54
Akron, Ohio	37½	35	2.850	3.050	10-1-53
Omaha, Nebr.	37½	37½	2.697	2.807	6-8-54
Dayton, Ohio	37½	37½	2.747	2.880	1-1-54
Average	37.5	36.2	$2.852	$3.044	.....

Stereotypers' Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	37½	31½	$2.968	$3.694	12-8-54
Chicago, Ill.	37½	36¼	2.973	3.222	3-14-54
Philadelphia, Pa.	37½	37½	2.800	2.893	12-1-54
Detroit, Mich.	37½	35	3.080	3.331	12-1-54
Los Angeles, Calif.	37½	37½	2.853	2.920	10-1-54
Cleveland, O.	37½	35	2.889	3.153	1-1-54
Baltimore, Md.	37½	35	2.753	2.950	4-1-54
St. Louis, Mo.	37½	35	2.853	3.077	10-1-54
Boston, Mass.	35	31½	3.018	3.337	1-1-54
Pittsburgh, Pa.	37½	37½	2.787	2.894	4-2-54
Washington, D. C.	36¼	32½	2.837	3.208	1-24-54
San Francisco, Calif.	37½	37½	2.839	2.972	1-9-55
Milwaukee, Wisc.	37½	37½	2.827	2.960	7-1-54
Buffalo, N. Y.	37½	37½	2.895	3.028	10-1-54
New Orleans, La.	40	40	2.525	2.650	1-1-54
Minneapolis, Minn.	37½	37½	2.950	3.085	3-1-54
Cincinnati, Ohio	37½	37½	2.774	2.906	5-11-54
Newark, N. J.	37½	30	2.884	3.605	4-13-54
Kansas City, Mo.	37½	37½	2.840	2.986	11-1-53
Indianapolis, Ind.	37½	37½	2.876	3.010	1-8-54
Houston, Texas	37½	37½	2.807	2.940	12-1-53
Seattle, Wash.	35	35	3.200	3.343	9-1-54
St. Paul, Minn.	37½	37½	2.760	2.950	10-1-53
Toledo, Ohio	37½	37½	2.947	3.093	10-1-54
Birmingham, Ala.	37½	37½	2.733	2.833	8-22-54
San Antonio, Texas	37½	37½	2.693	2.840	9-2-54
Providence, R. I.	37½	37½	2.719	2.840	1-1-54
Akron, Ohio	37½	37½	2.960	3.040	11-1-53
Omaha, Nebr.	37½	37½	2.743	2.918	12-31-53
Dayton, Ohio	37½	37½	2.746	2.886	5-7-54
Average	37.3	36.5	$2.851	$3.035	.....

Stereotypers' Scales—Continued

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
Rochester, N. Y.	37½	37½	2.786	2.920	11-1-53
Denver, Colorado	37½	37½	2.780	2.913	3-1-54
Louisville, Ky.	37½	37½	2.860	2.980	7-25-54
Columbus, Ohio	37½	37½	2.858	2.990	1-1-54
Portland, Ore.	37½	35	2.973	3.186	9-15-54
Atlanta, Ga.	37½	37½	2.813	2.921	1-2-54
Oakland, Calif.	37½	37½	2.839	2.972	1-9-55
Jersey City, N. J.	37½	.....	2.968	.....	12-8-54
Dallas, Texas	35	35	2.957	3.100	11-1-54
Memphis, Tenn.	37½	37½	2.680	2.813	12-30-53

Photo Engravers' Scale

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	36¼	36¼	$3.459	$3.763	12-8-54
Chicago, Ill.	36¼	36¼	3.497	3.745	7-17-54
Philadelphia, Pa.	37½	37½	3.227	3.360	9-15-54
Detroit, Mich.	37½	37½	3.331	3.540	12-1-54
Los Angeles, Calif.	37½	37½	3.093	3.227	10-1-54
Cleveland, Ohio	37½	35	3.209	3.581	12-1-53
Baltimore, Md.	37½	37½	3.113	3.273	4-20-54
St. Louis, Mo.	37½	37½	3.147	3.307	2-1-54
Boston, Mass.	37½	37½	3.129	3.313	1-1-54
Pittsburgh, Pa.	37½	37½	3.173	3.307	5-1-54
Washington, D. C.	35	35	3.300	3.457	2-1-54
San Francisco, Calif.	37½	37½	3.069	3.203	4-26-54
Milwaukee, Wisc.	37½	37½	3.147	3.280	2-1-54
Buffalo, New York	37½	37½	3.250	3.387	8-22-54
New Orleans, La.	40	40	2.575	2.700	1-1-54
Minneapolis, Minn.	37½	37½	3.170	3.360	9-1-54
Cincinnati, Ohio	37½	37½	3.040	3.173	7-1-54
Newark, N. J.	.....	37½	3.040	3.307	11-1-53
Kansas City, Mo.	37½	37½	3.253	3.413	11-1-54
Indianapolis, Ind.	37½	37½	3.087	3.220	12-1-54
Houston, Texas	37½	37½	3.067	3.220	1-1-54
Seattle, Wash.	37½	37½	3.228	3.362	9-16-54
Rochester, N. Y.	37½	37½	3.240	3.373	1-1-55
Denver, Colo.	37½	37½	3.027	3.160	4-2-54
Louisville, Ky.	37½	37½	3.120	3.260	7-25-54
Columbus, Ohio	37½	37½	3.187	3.347	1-1-54
Portland, Ore.	36¼	36¼	3.159	3.297	9-1-53
Atlanta, Ga.	37½	37½	2.986	3.149	1-1-54
Oakland, Calif.	37½	37½	3.069	3.203	4-26-54
Memphis, Tenn.	37½	37½	2.993	3.220	1-1-54
St. Paul, Minn.	37½	37½	3.140	3.340	8-21-54
Toledo, Ohio	37½	37½	3.227	3.387	2-1-54
Birmingham, Ala.	37½	37½	2.863	3.003	3-1-54
San Antonio, Texas	37½	37½	2.867	3.040	12-2-54
Providence, R. I.	37½	37½	3.034	3.154	1-27-54
Akron, Ohio	37½	....	3.093	.....	12-1-53
Omaha, Nebr.	37½	37½	2.873	3.073	7-1-54
Dayton, Ohio	37½	37½	2.930	3.066	3-1-54
Average	37.4	37.3	$3.116	$3.280	.....

Mailers' Scales

City	Hours Day	Hours Night	Hourly Rates Day	Hourly Rates Night	Effective Date
New York, N. Y.	40	37	$2.451	$2.714	12-8-54
Chicago, Ill.	37½	36¼	2.647	2.903	5-9-54
Philadelphia, Pa.	40	37½	2.300	2.493	1-17-54
Detroit, Mich.	37½	37½	2.798	2.977	12-1-54
Los Angeles, Calif.	37½	37½	2.652	2.732	10-1-54
Cleveland, Ohio	37½	35	2.663	2.911	1-1-54
Baltimore, Md.	40	35	2.200	2.514	1-1-55
St. Louis, Mo.	37½	35	2.673	2.885	10-1-54
Boston, Mass.	37½	35	2.403	2.575	1-1-54
Pittsburgh, Pa.	37½	37½	2.505	2.612	4-2-54
Washington, D. C.	37½	37½	2.487	2.540	10-1-54
San Francisco, Calif.	37½	37½	2.680	2.813	1-9-55
Milwaukee, Wisc.	37½	37½	2.560	2.666	4-29-54
Buffalo, N. Y.	37½	37½	2.547	2.653	3-11-54
New Orleans, La.	40	40	1.825	1.900	2-11-54
Minneapolis, Minn.	37½	37½	2.700	2.840	1-1-55
Cincinnati, Ohio	37½	37½	2.493	2.627	7-1-54
Newark, N. J.	40	35	2.406	2.807	5-1-53
Kansas City, Mo.	37½	37½	2.573	2.707	10-1-54
Indianapolis, Ind.	37½	37½	2.743	2.877	3-15-54
Houston, Texas	37½	37½	2.473	2.540	1-15-54
Seattle, Wash.	37½	35	2.882	2.964	1-1-55
Rochester, N. Y.	37½	37½	2.387	2.520	11-1-54
Denver, Colo.	37½	37½	2.427	2.547	3-1-54
Louisville, Ky.	37½	37½	2.393	2.493	5-2-54
Columbus, Ohio	37½	37½	2.586	2.719	2-1-54
Portland, Ore.	37½	35	2.766	2.964	11-1-53
Atlanta, Ga.	37½	37½	2.347	2.400	2-1-54
Oakland, Calif.	37½	37½	2.680	2.813	1-9-55
Dallas, Texas	35	35	2.429	2.571	12-1-53
Memphis, Tenn.	37½	37½	2.433	2.553	1-1-54
St. Paul, Minn.	37½	37½	2.575	2.755	8-11-53
Toledo, Ohio	37½	37½	2.707	2.853	9-1-54
Birmingham, Ala.	37½	37½	2.347	2.453	1-11-54
Omaha, Nebr.	40	40	2.225	2.325	4-20-54
Dayton, Ohio					
Journal-Herald	....	37½	.....	2.180	6-19-53
News	40	40	2.100	2.250	6-19-53
Average	37.9	37.1	$2.501	$2.639	.....

ASSOCIATIONS AND CLUBS—Continued

NEW ENGLAND NEWSPAPER MECHANICAL EXECUTIVES ASSOCIATION—Raymond J. Cox, Bangor (Me.) News, president; Burt B. Mader, Christian Science Monitor, vice-president; Walter C. Crighton, The Evening Day, New London, Conn., secretary-treasurer. Elections held October 17, 1954.

PHOTO-ENGRAVERS RESEARCH, Inc.—Corporate Headquarters: P.O. Box 1099, Savannah, Ga. C. A. Powers, Powers Photo-Engraving Company, New York City, president; John G. Ries, 1st vice-president, American Photo Eng. Co., Phila, Pa; R. Seward, Bomac Engravers, Ltd., Toronto, Ontario, 2nd vice-president; George F. Hoffman, Dixie Engraving Company, Savannah, Georgia, secretary-treasurer; Executive Director: Homer Winkler c/o Battele Memorial Institute, 505 King Ave., Columbus 1, Ohio. Elections held October 10, 1954.

PRINTING INDUSTRY of AMERICA, Inc.—719-15th St. N.W., Washington 5, D. C. James J. Rudisill, Rudisill & Co., Inc., 109 W. Chestnut St., Lancaster, Pa., president; William H. Walling, Rogers-Kellogg-Stillson, Inc., 207 W. 25th St., New York 1, N. Y., vice president; Felton Colwell, The Colwell Press, 501 South Sixth St., Minneapolis, Minn., secretary; Elmer M. Pusey, Judd & Detweiler, Inc., Florida Ave., and Eckington Pl., N.E., Washington, D. C., treasurer.

MISCELLANEOUS

ASSOCIATION of AMERICAN CORRESPONDENTS in LONDON—London Bureau of Fairchild Publications, 16 Berkeley Street, London W. 1. Julius W. Cohn, president; Charles W. Kline, vice-president; Romney Wheeler, secretary; Miss Joan Graham, treasurer. Executive Committee: Joe Davis Brown, Drew Middleton, Joseph Newman, Eugene Patterson, Charles A. Smith, Howard K. Smith, Jack S. Smith, Arthur J. Mathers, associate. Elections held May, 1954.

FOREIGN PRESS ASSOCIATION—50 Rockefeller Plaza, New York 20. Krishnamachari Balaraman, The Hindu (Madras), president; Jan Van Gindertael, Belgian News Agency, first vice-president; Roberto Socas, La Nacion, Buenos Aires, second vice-president; Hans Steinitz, Der Bund, Berne, general secretary; Paul F. Sanders, Het Parool, Vrij Nederland, Amsterdam, treasurer. Elections held October 18, 1954.

ANNUAL ADVERTISING LINAGE TOTALS—MEDIA RECORDS 52 CITIES

Year	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Department Store
1932	1,164,769,819	655,108,806	201,830,052	63,790,302	23,679,946	944,409,106	220,360,713	269,468,965
1933	1,065,514,601	597,386,437	188,044,720	62,642,330	20,179,016	868,252,503	197,262,098	256,688,204
1934	1,178,880,397	669,741,114	211,383,957	73,306,045	19,127,702	973,558,818	205,321,579	281,053,798
1935	1,246,941,513	706,755,254	216,975,573	72,929,105	21,309,351	1,017,969,283	228,972,230	290,585,916
1936	1,380,121,457	765,288,739	251,510,095	72,822,382	25,025,264	1,114,646,480	265,474,977	313,703,752
1937	1,409,666,418	788,812,599	247,155,491	67,801,789	22,480,224	1,126,250,103	283,416,315	323,619,761
1938	1,225,165,889	711,781,176	191,948,193	47,254,770	19,170,093	970,154,232	255,011,657	299,168,063
1939	1,243,549,515	725,980,236	191,858,930	52,677,942	20,307,871	990,824,979	252,724,536	305,548,913
1940	1,268,631,772	735,761,106	188,628,913	62,006,119	19,424,454	1,005,820,592	262,811,180	311,323,716
1941	1,313,233,254	769,690,187	194,052,658	56,444,567	20,478,315	1,040,665,727	272,567,527	324,211,332
1942	1,241,671,534	743,260,711	196,653,436	26,823,244	17,622,549	984,359,940	257,311,594	317,128,690
1943	1,396,418,169	763,836,821	247,423,697	32,357,707	17,758,332	1,061,376,557	335,041,612	327,745,323
1944	1,361,243,607	751,583,696	250,925,532	31,478,992	18,364,625	1,052,352,845	308,890,762	307,591,554
1945	1,391,629,430	768,676,309	246,051,515	34,656,439	22,089,577	1,071,473,840	320,155,590	306,774,101
1946	1,729,713,225	971,283,756	266,285,155	42,106,120	26,376,065	1,306,051,096	423,662,129	380,247,319
1947	2,008,535,854	1,127,242,002	314,605,173	68,671,744	24,416,698	1,534,935,617	473,600,237	427,512,988
1948	2,263,446,184	1,293,830,934	338,641,008	82,736,973	25,791,496	1,741,000,411	522,445,773	490,819,148
1949	2,301,968,389	1,332,333,138	354,781,475	105,484,794	25,344,745	1,817,944,152	484,024,237	506,745,394
1950	2,440,149,576	1,391,086,056	389,564,290	120,592,461	28,274,136	1,929,516,943	510,632,633	529,471,862
1951	2,478,463,039	1,389,629,004	366,660,584	109,996,228	30,163,507	1,896,449,323	582,013,716	538,050,399
1952	2,505,393,224	1,399,041,368	349,131,462	107,424,208	32,284,201	1,887,881,239	617,511,985	533,662,808
1953	2,610,669,761	1,420,211,650	368,049,369	140,144,672	33,423,570	1,961,829,261	648,840,500	537,860,906
1954	2,581,175,071	1,441,001,667	358,040,062	143,015,007	36,346,557	1,978,403,293	602,771,778	546,345,810

FIRST 25 PAPERS IN EACH CLASSIFICATION

RETAIL ADVERTISING

MORNING PAPERS

		Lines
1.	Chicago Tribune	17,480,067
2.	Miami Herald	16,638,340
3.	New Orleans Times-Picayune	15,707,957
4.	Los Angeles Times	15,011,920
5.	New York News (See Note)	14,086,574
6.	Memphis Commercial Appeal	13,610,060
*7.	Washington Post & Times-Herald	12,551,729
8.	Norfolk Virginian-Pilot	12,513,527
9.	Dallas News	12,368,309
10.	Tulsa World	11,886,283
11.	St. Petersburg Times	11,472,118
12.	Kansas City Times	10,607,157
13.	Houston Post	10,423,260
14.	Evansville Courier	10,420,479
15.	Philadelphia Inquirer	9,722,239
16.	Salt Lake City Tribune	9,470,531
17.	Rochester Democrat & Chronicle	9,263,463
18.	Jacksonville Times-Union	9,176,714
19.	Portland Oregonian	9,107,812
20.	Nashville Tennessean	9,080,382
21.	Charlotte Observer	9,047,933
22.	Indianapolis Star	9,041,010
23.	Denver Rocky Mt. News	8,761,643
24.	San Francisco Examiner	8,702,620
25.	Albuquerque Journal	8,616,152

NOTE: New York News linage includes 3,147,189 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	Milwaukee Journal	20,811,310
2.	Washington Star	20,387,120
3.	Buffalo Evening News	16,616,519
4.	Montreal La Presse	16,109,994
5.	Dallas Times-Herald	15,553,008
6.	Atlanta Journal	15,280,742
7.	Detroit News	15,251,948
8.	Philadelphia Bulletin	15,003,355
9.	Houston Chronicle	15,001,442
10.	Cleveland Press	14,711,248
11.	Toronto Star	14,367,341
12.	Rochester Times-Union	14,088,765
13.	Minneapolis Star	13,801,879
14.	Baltimore Sun	13,552,050
15.	Grand Rapids Press	13,251,352
16.	Akron Beacon-Journal	13,174,499
17.	Montreal Star	12,924,656
18.	St. Louis Post-Dispatch	12,866,829
19.	Boston Traveler	12,544,616
20.	Providence Bulletin	12,485,956
21.	Chicago Daily News	12,485,745
22.	Hartford Times	12,275,528
23.	San Diego Tribune	12,220,767
24.	Dayton News	12,035,100
25.	Fort Worth Star-Telegram	12,028,687

SUNDAY PAPERS

		Lines
1.	New York News (See Note)	13,380,458
2.	New York Times	12,829,570
3.	Cleveland Plain-Dealer	12,394,194
4.	Philadelphia Inquirer	10,814,061
5.	Los Angeles Times	10,535,578
6.	Chicago Tribune	9,521,193
7.	Baltimore Sun	9,062,773
8.	Cincinnati Enquirer	8,526,358
9.	Milwaukee Journal	7,902,179
10.	Boston Herald	7,894,802
11.	Buffalo Courier-Express	7,520,798
12.	Houston Chronicle	7,161,801
13.	Boston Globe	6,973,948
14.	Louisville Courier-Journal	6,893,078
15.	St. Paul Pioneer Press	6,571,769
16.	Miami Herald	6,554,761
17.	Columbus Dispatch	6,549,946
18.	Toledo Blade	6,461,757
19.	Youngstown Vindicator-Telegram	6,400,162
20.	Richmond Times-Dispatch	6,380,763
21.	St. Louis Post-Dispatch	6,328,024
22.	Washington Star	6,273,168
23.	Akron Beacon-Journal	6,266,392
24.	Kansas City Star	6,214,754
25.	New Orleans Times-Picayune & States	6,113,446

NOTE: New York News linage includes 2,204,497 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

GENERAL ADVERTISING

MORNING PAPERS

		Lines
1.	Chicago Tribune	4,977,754
2.	New York Times	3,921,782
3.	Los Angeles Times	3,529,919
4.	Miami Herald	3,522,142
5.	Philadelphia Inquirer	3,453,649
6.	Montreal Gazette	3,358,160
7.	Los Angeles Examiner	3,293,086
8.	Toronto Globe & Mail	3,232,700
*9.	Washington Post & Times-Herald	3,174,858
10.	New York Herald Tribune	3,021,694
11.	Boston Herald	2,869,404
12.	New York News (See Note)	2,859,519
13.	Indianapolis Star	2,824,422
14.	Baltimore Sun	2,784,522
15.	Toledo Times	2,768,995
16.	Richmond Times-Dispatch	2,727,152
17.	Jacksonville Times-Union	2,694,085
18.	Atlanta Constitution	2,666,932
19.	San Francisco Examiner	2,588,645
20.	Portland Oregonian	2,586,820
21.	New Orleans Times-Picayune	2,524,580
22.	San Diego Union	2,519,936
23.	Memphis Commercial Appeal	2,496,599
24.	Dallas News	2,478,106
25.	Dayton Journal Herald	2,473,834

NOTE: New York News linage includes 65,547 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	Montreal Star	5,269,416
2.	Montreal La Presse	4,757,910
3.	Toronto Telegram	4,681,620
4.	Toronto Star	4,377,557
5.	Chicago Daily News	3,643,680
6.	Cleveland Press	3,550,558
7.	Detroit News	3,346,455
8.	St. Louis Post-Dispatch	3,289,362
9.	Columbus Dispatch	3,270,039
10.	Sacramento Bee	3,210,567
11.	Philadelphia Bulletin	3,202,429
12.	Boston Traveler	3,038,237
13.	Pittsburgh Press	3,020,827
14.	Houston Chronicle	2,979,728
15.	Seattle Times	2,922,709
16.	Oakland Tribune	2,890,825
17.	Richmond News-Leader	2,863,743
18.	Baltimore Sun	2,854,825
19.	Newark News	2,827,691
20.	Indianapolis News	2,824,708
21.	Buffalo Evening News	2,751,625
22.	Los Angeles Herald Express	2,712,014
23.	Norfolk Ledger-Dispatch	2,711,423
24.	Atlanta Journal	2,705,925
25.	Milwaukee Journal	2,691,280

SUNDAY PAPERS

		Lines
1.	New York Times	5,818,633
2.	Chicago Tribune	2,924,216
3.	Cleveland Plain-Dealer	2,845,138
4.	New York Herald Tribune	2,758,405
5.	Cincinnati Enquirer	2,423,703
6.	Des Moines Register	2,259,270
7.	Los Angeles Times	2,237,781
8.	Philadelphia Inquirer	2,143,492
9.	Milwaukee Journal	1,933,286
10.	Minneapolis Tribune	1,932,397
11.	Providence Journal	1,930,713
12.	New York News (See Note)	1,904,233
13.	Buffalo Courier-Express	1,877,919
14.	Detroit News	1,857,043
15.	Baltimore Sun	1,853,248
16.	St. Louis Post-Dispatch	1,840,613
17.	St. Louis Globe-Democrat	1,830,773
18.	Indianapolis Star	1,787,111
19.	Pittsburgh Press	1,777,017
20.	Washington Star	1,734,084
*21.	Washington Post & Times-Herald	1,693,739
22.	Montreal La Patrie	1,679,115
23.	Kansas City Star	1,656,325
24.	Dallas News	1,650,162
25.	Miami Herald	1,638,745

NOTE: New York News linage includes 68,803 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

AUTOMOTIVE ADVERTISING

MORNING PAPERS

		Lines
1.	Rochester Democrat & Chronicle	2,028,234
2.	Miami Herald	1,840,722
3.	Louisville Courier-Journal	1,604,420
4.	Buffalo Courier-Express	1,575,258
5.	Toronto Globe & Mail	1,558,733
6.	Jacksonville Times-Union	1,555,598
7.	Toledo Times	1,388,520
8.	Detroit Free-Press	1,373,934
9.	Memphis Commercial Appeal	1,347,133
*10.	Washington Post & Times-Herald	1,304,535
11.	Dallas News	1,281,565
12.	Meriden Record	1,278,279
13.	Indianapolis Star	1,219,423
14.	Dayton Journal Herald	1,196,990
15.	Harrisburg Patriot	1,179,515
16.	Cleveland Plain-Dealer	1,168,546
17.	Chicago Tribune	1,157,565
18.	New York Mirror	1,151,230
19.	Los Angeles Times	1,104,282
20.	Nashville Tennessean	1,103,020
21.	Providence Journal	1,082,732
22.	Richmond Times-Dispatch	1,076,348
23.	Norfolk Virginian-Pilot	1,067,296
24.	Evansville Courier	1,029,180
25.	Montreal Gazette	1,019,672

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	Buffalo Evening News	2,481,312
2.	Rochester Times-Union	2,155,044
3.	Detroit News	1,766,853
4.	Louisville Times	1,743,702
5.	Toronto Star	1,731,230
6.	Hartford Times	1,614,064
7.	Toronto Telegram	1,554,420
8.	Milwaukee Journal	1,543,533
9.	Dallas Times-Herald	1,510,360
10.	Cleveland Press	1,508,483
11.	Baltimore Sun	1,477,688
12.	Washington Star	1,467,419
13.	Toledo Blade	1,461,698
14.	Norfolk Ledger-Dispatch	1,421,751
15.	Grand Rapids Press	1,413,376
16.	Detroit Times	1,352,391
17.	Montreal La Presse	1,345,080
18.	Fort Worth Star-Telegram	1,322,436
19.	Dayton News	1,311,284
20.	Indianapolis News	1,301,348
21.	Memphis Press-Scimitar	1,294,348
22.	Houston Chronicle	1,288,895
23.	Richmond News-Leader	1,288,884
24.	Montreal Star	1,278,738
25.	Meriden Journal	1,278,279

SUNDAY PAPERS

		Lines
1.	Buffalo Courier-Express	999,018
2.	Providence Journal	809,603
3.	Cleveland Plain-Dealer	680,970
4.	Rochester Democrat & Chronicle	665,625
5.	Hartford Courant	647,538
6.	Los Angeles Times	554,327
7.	Miami Herald	519,367
8.	New Haven Register	488,079
9.	Los Angeles Examiner	467,547
10.	Chicago Tribune	441,693
11.	Milwaukee Journal	437,817
12.	Kansas City Star	420,919
13.	Grand Rapids Herald	410,091
14.	Cincinnati Enquirer	401,177
15.	San Francisco Examiner	392,442
16.	San Diego Union	360,258
17.	Detroit News	359,566
18.	Oakland Tribune	356,388
19.	Dallas News	341,614
20.	Jacksonville Times-Union	331,900
21.	Louisville Courier-Journal	329,301
22.	Tacoma News Tribune	326,770
23.	Richmond Times-Dispatch	316,643
24.	Youngstown Vindicator-Telegram	315,474
25.	Baltimore Sun	311,779

FINANCIAL ADVERTISING

MORNING PAPERS

		Lines
1.	New York Times	1,275,469
2.	New York Herald Tribune	867,100
3.	Chicago Tribune	659,536
4.	Los Angeles Times	641,700
5.	Toronto Globe & Mail	559,239
6.	Philadelphia Inquirer	543,760
7.	Louisville Courier-Journal	533,635
8.	Cleveland Plain-Dealer	532,767
9.	Miami Herald	484,438
10.	Atlanta Constitution	483,525
11.	Baltimore Sun	478,224
12.	Montreal Gazette	466,865
*13.	Washington Post & Times-Herald	454,646
14.	New York News (See Note)	444,767
15.	San Antonio Express	422,264
16.	Jacksonville Times-Union	421,087
17.	St. Petersburg Times	408,521
18.	Norfolk Virginian-Pilot	405,969
19.	Columbus Ohio State Journal	398,156
20.	Boston Herald	391,235
21.	Milwaukee Sentinel	379,728
22.	St. Louis Globe-Democrat	368,246
23.	Minneapolis Tribune	367,420
24.	Richmond Times-Dispatch	365,941
25.	Los Angeles Examiner	357,804

NOTE: New York News linage includes 15,415 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	New York World Telegram & Sun	694,088
2.	Louisville Times	521,337
3.	Washington Star	501,577
4.	Chicago Daily News	494,112
5.	Atlanta Journal	493,447
6.	Hartford Times	457,780
7.	Philadelphia Bulletin	448,265
8.	Richmond News-Leader	444,020
9.	Rochester Times-Union	421,089
10.	Montreal Star	406,963
11.	Denver Post	406,444
12.	Boston Traveler	392,195
13.	Minneapolis Star	371,916
14.	Milwaukee Journal	370,254
15.	Providence Bulletin	369,147
16.	Pawtucket Times	365,498
17.	New York Journal American	364,463
18.	St. Louis Post-Dispatch	363,596
19.	St. Paul Dispatch	363,141
20.	Miami News	358,192
21.	Cleveland Press	357,080
22.	Jacksonville Journal	353,583
23.	St. Petersburg Independent	350,419
24.	Newark News	341,532
25.	Toronto Telegram	337,090

SUNDAY PAPERS

		Lines
1.	New York Times	295,972
2.	Chicago Tribune	291,667
3.	Miami Herald	284,850
4.	New Haven Register	270,690
5.	Kansas City Star	247,725
6.	Providence Journal	234,136
7.	Waterbury Republican	220,954
8.	Hartford Courant	211,985
9.	Richmond Times-Dispatch	191,980
10.	Poughkeepsie New Yorker	171,679
11.	Rochester Democrat & Chronicle	171,275
12.	Louisville Courier-Journal	153,634
13.	Toledo Blade	148,459
14.	Muncie Star	147,145
15.	Atlanta Journal & Constitution	146,862
16.	Miami News	145,588
17.	Columbus Dispatch	141,756
18.	St. Petersburg Times	137,688
19.	Washington Star	132,579
*20.	Washington Post & Times-Herald	131,370
21.	Los Angeles Times	129,658
22.	Dallas Times-Herald	127,591
23.	Norfolk Virginian-Pilot	127,077
24.	Dallas News	123,123
25.	Charlotte Observer	113,911

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

TOTAL DISPLAY ADVERTISING

MORNING PAPERS

		Lines
1.	Chicago Tribune	24,274,922
2.	Miami Herald	22,485,642
3.	Los Angeles Times	20,287,821
4.	New Orleans Times-Picayune	19,411,193
5.	New York News (See Note)	17,972,904
6.	Memphis Commercial Appeal	17,703,181
*7.	Washington Post & Times-Herald	17,485,768
8.	Norfolk Virginian-Pilot	16,444,387
9.	Dallas News	16,360,910
10.	Tulsa World	14,901,496
11.	Philadelphia Inquirer	14,722,195
12.	St. Petersburg Times	14,187,672
13.	New York Times	14,080,163

FIRST 25 PAPERS—Continued

TOTAL DISPLAY—Cont.

14.	Jacksonville Times-Union	13,847,484
15.	Kansas City Times	13,751,078
16.	Houston Post	13,731,835
17.	Rochester Democrat & Chronicle	13,657,768
18.	Evansville Courier	13,441,293
19.	Indianapolis Star	13,276,125
20.	Nashville Tennessean	12,734,154
21.	Portland Oregonian	12,673,432
22.	Cleveland Plain-Dealer	12,501,641
23.	Salt Lake City Tribune	12,449,575
24.	Los Angeles Examiner	12,431,840
25.	San Francisco Examiner	12,335,440

NOTE: New York News linage includes 3,248,715 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald March 17, 1954.

EVENING PAPERS

		Lines
1.	Milwaukee Journal	25,416,377
2.	Washington Star	24,840,356
3.	Montreal La Presse	22,488,196
4.	Buffalo Evening News	22,074,196
5.	Toronto Star	20,809,344
6.	Detroit News	20,664,924
7.	Cleveland Press	20,127,369
8.	Dallas Times-Herald	19,882,254
9.	Montreal Star	19,879,673
10.	Philadelphia Bulletin	19,823,168
11.	Atlanta Journal	19,732,110
12.	Houston Chronicle	19,487,496
13.	Rochester Times-Union	18,967,412
14.	Baltimore Sun	18,205,952
15.	Toronto Telegram	18,053,327
16.	St. Louis Post-Dispatch	17,783,562
17.	Chicago Daily News	17,764,554
18.	Grand Rapids Press	17,500,570
19.	Minneapolis Star	17,323,844
20.	Akron Beacon-Journal	17,022,846
21.	Boston Traveler	16,932,496
22.	Hartford Times	16,899,975
23.	Providence Bulletin	16,588,950
24.	Newark News	16,184,347
25.	Dayton News	16,132,725

SUNDAY PAPERS

		Lines
1.	New York Times	19,195,562
2.	Cleveland Plain-Dealer	16,000,288
3.	New York News (See Note)	15,540,702
4.	Los Angeles Times	13,457,344
5.	Philadelphia Inquirer	13,232,031
6.	Chicago Tribune	13,178,769
7.	Cincinnati Enquirer	11,396,963
8.	Baltimore Sun	11,317,979
9.	Buffalo Courier-Express	10,426,304
10.	Milwaukee Journal	10,323,050
11.	Boston Herald	9,755,381
12.	Miami Herald	8,997,723
13.	Houston Chronicle	8,885,472
14.	New York Herald Tribune	8,846,164
15.	Louisville Courier-Journal	8,542,825
16.	Kansas City Star	8,539,723
17.	St. Louis Post-Dispatch	8,484,037
18.	Boston Globe	8,423,183
19.	Washington Star	8,413,558
20.	Richmond Times-Dispatch	8,338,820
21.	St. Paul Pioneer-Press	8,307,240
22.	Detroit News	8,254,943
23.	Columbus Dispatch	8,030,660
24.	New Orleans Times-Picayune & States	8,011,707
25.	Toledo Blade	8,004,797

NOTE: New York News linage includes 2,274,299 lines of split-run advertising.

CLASSIFIED ADVERTISING

MORNING PAPERS

		Lines
1.	Los Angeles Times	10,336,393
2.	Miami Herald	9,044,994
3.	Cleveland Plain-Dealer	8,503,685
4.	Cincinnati Enquirer	6,922,430
5.	Wichita Eagle	6,714,283
6.	Dayton Journal Herald	6,486,501
7.	Chicago Tribune	6,406,702
8.	Minneapolis Tribune	6,236,253
9.	Baltimore Sun	6,056,872
10.	Dallas News	5,780,975
11.	Indianapolis Star	5,703,198
12.	Los Angeles Examiner	5,689,534
13.	San Antonio Express	5,685,140
14.	New York Times	5,654,625
*15.	Washington Post & Times-Herald	5,507,723
16.	Houston Post	5,271,761
17.	San Francisco Examiner	5,257,648
18.	Portland Oregonian	5,174,039
19.	New Orleans Times-Picayune	5,051,333
20.	Philadelphia Inquirer	5,044,268
21.	San Diego Union	4,929,464
22.	Toronto Globe & Mail	4,912,654
23.	Seattle Post-Intelligencer	4,767,682
24.	Pasadena Independent	4,591,845
25.	St. Petersburg Times	4,569,487

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	Toronto Star	10,830,066
2.	Toronto Telegram	8,190,286
3.	Cleveland Press	7,782,536
4.	Houston Chronicle	7,622,722
5.	Milwaukee Journal	7,555,876
6.	Akron Beacon-Journal	7,519,727
7.	Washington Star	7,351,781
8.	Long Island Newsday	7,025,195
9.	Wichita Eagle	6,855,460
10.	Montreal Star	6,672,237
11.	Dayton News	6,326,629
12.	Minneapolis Star	6,294,184
13.	Newark News	6,014,278
14.	Baltimore Sun	5,992,839
15.	Grand Rapids Press	5,969,945
16.	Sacramento Bee	5,931,058
17.	Montreal La Presse	5,831,986
18.	Indianapolis News	5,697,988
19.	San Antonio News	5,631,004
20.	Detroit News	5,511,359
21.	Columbus Dispatch	5,455,521
22.	Seattle Times	5,430,569
23.	Denver Post	5,392,573
24.	New Orleans States	5,276,342
25.	Buffalo Evening News	5,061,478

SUNDAY PAPERS

		Lines
1.	Milwaukee Journal	6,061,584
2.	New York Times	5,133,658
3.	Los Angeles Times	4,569,794
4.	Detroit News	4,560,717
5.	Miami Herald	4,401,040
6.	Chicago Tribune	4,274,298
7.	Cleveland Plain-Dealer	3,956,743
8.	Philadelphia Inquirer	3,878,213
9.	St. Louis Post-Dispatch	3,607,248
10.	Minneapolis Tribune	3,589,416
11.	Cincinnati Enquirer	3,503,946
12.	Boston Globe	3,395,697
13.	Denver Post	3,183,303
14.	Baltimore Sun	3,060,084
15.	Washington Star	2,994,380
16.	Columbus Dispatch	2,851,971
17.	Pittsburgh Press	2,807,099
18.	Houston Chronicle	2,710,989
19.	New Orleans Times-Picayune & States	2,608,828
20.	Boston Herald	2,598,239
21.	San Francisco Examiner	2,450,579
22.	Kansas City Star	2,371,889
23.	Akron Beacon-Journal	2,364,329
24.	Dallas News	2,351,397
25.	Los Angeles Examiner	2,294,840

TOTAL ADVERTISING

MORNING PAPERS

		Lines
1.	Miami Herald	31,615,528
2.	Chicago Tribune	30,697,206
3.	Los Angeles Times	30,632,945
4.	New Orleans Times-Picayune	24,652,150
*5.	Washington Post & Times-Herald	23,068,451
6.	Dallas News	22,170,778
7.	Memphis Commercial Appeal	21,390,314
8.	Cleveland Plain-Dealer	21,053,568
9.	Norfolk Virginian-Pilot	20,442,735
10.	Philadelphia Inquirer	19,984,204
11.	New York Times	19,789,635
12.	Houston Post	19,087,281
13.	Indianapolis Star	19,050,148
14.	St. Petersburg Times	18,847,212
15.	Dayton Journal Herald	18,637,296
16.	Tulsa World	18,615,724
17.	Los Angeles Examiner	18,135,777
18.	Kansas City Times	18,106,866
19.	New York News (See Note)	18,045,169
20.	San Francisco Examiner	17,949,035
21.	Portland Oregonian	17,869,395
22.	Cincinnati Enquirer	17,489,545
23.	Rochester Democrat & Chronicle	17,344,445
24.	Jacksonville Times-Union	17,199,099
25.	Wichita Eagle	16,731,836

NOTE: New York News linage includes 3,248,715 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald March 17, 1954.

EVENING PAPERS

		Lines
1.	Milwaukee Journal	32,981,656
2.	Washington Star	32,532,652
3.	Toronto Star	31,714,904
4.	Montreal La Presse	28,509,206
5.	Cleveland Press	27,944,269
6.	Houston Chronicle	27,214,401
7.	Buffalo Evening News	27,194,234
8.	Montreal Star	26,689,712
9.	Toronto Telegram	26,317,011
10.	Detroit News	26,182,598
11.	Dallas Times-Herald	24,956,742
12.	Akron Beacon-Journal	24,683,544
13.	Baltimore Sun	24,265,665
14.	Philadelphia Bulletin	24,073,176
15.	Minneapolis Star	23,622,251
16.	Atlanta Journal	23,520,507
17.	Grand Rapids Press	23,482,612
18.	St. Louis Post-Dispatch	22,592,615
19.	Dayton News	22,546,616
20.	Newark News	22,451,649
21.	Hartford Times	21,529,954
22.	Denver Post	21,344,336
23.	San Diego Tribune	21,197,189
24.	Sacramento Bee	20,929,095
25.	Long Island Newsday Nassau Edition	20,530,010

SUNDAY PAPERS

		Lines
1.	New York Times	24,334,995
2.	Cleveland Plain-Dealer	19,958,069
3.	Los Angeles Times	18,029,634
4.	Chicago Tribune	17,453,873
5.	Philadelphia Inquirer	17,110,878
6.	Milwaukee Journal	16,388,641
7.	New York News (See Note)	15,560,963
8.	Cincinnati Enquirer	14,901,207
9.	Baltimore Sun	14,380,616
10.	Miami Herald	13,404,611
11.	Detroit News	12,816,826
12.	Boston Herald	12,354,805
13.	St. Louis Post-Dispatch	12,099,637
14.	Boston Globe	11,820,311
15.	Houston Chronicle	11,608,777
16.	Washington Star	11,409,987
17.	Minneapolis Tribune	11,366,563
18.	Buffalo Courier-Express	11,228,541
19.	Kansas City Star	10,915,151
20.	Columbus Dispatch	10,883,970
21.	New Orleans Times-Picayune & States	10,627,931
22.	Indianapolis Star	10,115,850
23.	Akron Beacon-Journal	10,063,230
24.	New York Herald Tribune	10,045,944
25.	Los Angeles Examiner	9,987,119

NOTE: New York News linage includes 2,274,299 lines of split-run advertising.

DEPARTMENT STORE ADVERTISING

MORNING PAPERS

		Lines
1.	Chicago Tribune	7,691,034
2.	Los Angeles Times	7,405,200
3.	Memphis Commercial Appeal	6,009,769
4.	New Orleans Times-Picayune	5,979,192
5.	Dallas News	5,493,062
6.	Montreal Gazette	4,839,964
7.	Cleveland Plain-Dealer	4,807,593
8.	St. Petersburg Times	4,709,412
9.	Tulsa World	4,653,358
10.	Rochester Democrat & Chronicle	4,457,363
11.	New York News (See Note)	4,316,540
12.	Indianapolis Star	4,273,283
13.	Little Rock Arkansas-Gazette	4,016,124
14.	Kansas City Times	3,874,209
*15.	Washington Post & Times-Herald	3,757,803
16.	Portland Oregonian	3,519,707
17.	Richmond Times-Dispatch	3,442,790
18.	Johnstown Democrat	3,434,665
19.	Salt Lake City Tribune	3,414,884
20.	Nashville Tennessean	3,327,903
21.	San Francisco Examiner	3,230,039
22.	Philadelphia Inquirer	3,170,043
23.	Miami Herald	3,152,601
24.	Norfolk Virginian-Pilot	3,104,072
25.	St. Paul Pioneer Press	3,077,008

NOTE: New York News linage includes 1,310,036 lines of split-run advertising.

(*) The Washington Post purchased the Times-Herald on March 17, 1954.

EVENING PAPERS

		Lines
1.	Milwaukee Journal	8,742,287
2.	Atlanta Journal	7,851,373
3.	Washington Star	7,543,472
4.	Buffalo Evening News	7,320,150
5.	Montreal La Presse	7,222,752
6.	Baltimore Sun	7,129,883
7.	Philadelphia Bulletin	6,968,268
8.	Cleveland Press	6,347,346
9.	Boston Traveler	6,124,692
10.	Rochester Times-Union	6,089,505
11.	Montreal Star	6,080,255
12.	Detroit News	5,521,063
13.	Akron Beacon-Journal	5,406,118
14.	Dallas Times-Herald	5,372,646
15.	Minneapolis Star	5,328,933
16.	Pittsburgh Press	5,299,182
17.	Chicago Daily News	5,289,042
18.	Newark News	5,176,463
19.	Toronto Star	4,967,705
20.	Toronto Telegram	4,883,248
21.	Tulsa Tribune	4,787,806
22.	St. Louis Post-Dispatch	4,668,939
23.	Grand Rapids Press	4,541,847
24.	Kansas City Star	4,535,372
25.	Fort Worth Star-Telegram	4,434,671

SUNDAY PAPERS

		Lines
1.	New York Times	7,496,774
2.	Cleveland Plain-Dealer	7,035,578
3.	Philadelphia Inquirer	5,781,268
4.	New York News (See Note)	5,144,517
5.	Boston Herald	4,753,832
6.	Cincinnati Enquirer	4,749,163
7.	Boston Globe	4,577,534
8.	Baltimore Sun	4,509,952
9.	Buffalo Courier-Express	4,143,368
10.	Los Angeles Times	4,133,684
11.	New York Herald Tribune	3,979,413
12.	Akron Beacon-Journal	3,822,836
13.	Milwaukee Journal	3,711,095
14.	Chicago Tribune	3,492,658
15.	San Francisco Examiner	3,333,828
16.	Youngstown Vindicator-Telegram	3,190,490
17.	Atlanta Journal & Constitution	3,162,562
18.	Portland Oregonian	3,079,887
19.	St. Paul Pioneer Press	3,055,961
20.	New Orleans Times-Picayune & States	2,874,498
21.	Toledo Blade	2,852,394
22.	Memphis Commercial Appeal	2,825,671
23.	Columbus Dispatch	2,778,523
24.	Grand Rapids Herald	2,748,750
25.	Nashville Tennessean	2,676,902

NOTE: New York News linage includes 1,245,707 lines of split-run advertising.

THE ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON

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Ernie Hill
Chicago Tribune, 85 Fleet St., E.C.4.
Arthur Veysey (Correspondent and Bureau Manager)
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Joseph Cerutti (Correspondent)
Kay Jackson
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Mary Neale
Hearst Newspapers, 72-78 Fleet St., E.C.4.
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International News Service, 72-78 Fleet St., E.C.4.
Charles A. Smith (London Bureau Chief)
Howard Berry
John Camsell
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Wallace Hullett
Arthur Roissetter
Albert G. Ruben
Frederick Smith
Joseph Thomas
Robert A. Wiener
Doris Willens
Life Magazine, Time and Life Building, New Bond Street, W.1.
Donald Burke (Chief of Bureau)
Enid Colfer
Ruth Lynam
John Mulliken
Carl Mydans
Penelope Ward
National Broadcasting Co., 2 Mansfield Street, W.1.
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Edwin Newman
Florence Peart
Jean Smith
Newsweek, Morris House, Jermyn St., S.W.1.
Robert A. Haeger (Chief of Bureau)
William D. Blair, Jnr.
New York Daily News, 67 Chancery Lane, W.C.2.
Henry R. Maule
New York Herald Tribune, The Adelphi, Strand, W.C.2.
Joseph Newman (Chief of Bureau)
Kathleen Thorpe
New York Times, The Adelphi, Strand, W.C.2.
Drew Middleton (Chief of Bureau)
Thomas Ronan
Benjamin Welles
Peter Whitney
New York Times (Sunday), The Adelphi, Strand, W.C.2.
Heather Bradley (London Editor)
North American Newspaper Alliance, Room 208 Kemsley House, Gray's Inn Road, London, W.C.1.
Sylvia G. Short (Chief of Bureau)
Overseas News Agency, 101 Salisbury Square House, E.C.4.
J. H. Kisch (Manager)
Sports Illustrated, Time and Life Building, New Bond Street, W.1.
Time Magazine, Time and Life Building, New Bond Street, W.1.
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Honor Balfour
Lester Bernstein
Joan Bruce
Renee Harmer
William McHale
Richard Weekes
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Harold M. Willard
U. S. News and World Report, The Adelphi, Strand, W.C.2.
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Wall Street Journal, 83-86 Farringdon Street, E.C.4.
Carter Henderson (Chief of Bureau)
Frank K. Linge

ASSOCIATE MEMBERS

Cleveland News & Cleveland Plain Dealer, 10 Lowndes Court, S.W.1.
W. Holden White
Philip Drew

1954 NEWSPRINT CONSUMPTION STATISTICS

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CONSUMPTION BY U. S. NEWSPAPERS REPORTING TO ANPA AND ESTIMATED TOTALS

	Tons 1954	Tons 1953	Tons 1952	Tons 1951
January	363,057	351,775	345,315	345,552
February	345,642	346,035	348,630	336,568
March	400,311	420,956	399,258	394,387
April	414,877	408,875	393,470	410,723
May	422,157	429,562	404,071	403,233
June	384,444	381,186	379,943	365,324
July	338,471	340,044	329,729	333,440
August	360,825	359,133	341,571	344,470
September	388,321	385,386	379,669	381,437
October	437,191	429,509	425,981	405,277
November	420,422	427,904	416,974	402,829
December	407,980	388,237	386,627	387,783
*Reporting to ANPA	4,683,698	4,668,602	4,551,238	4,511,023
Estimated Other Consumption	1,479,063(d)	1,474,295(c)	1,437,233(b)	1,463,842(a)
Estimated Consumption Totals	6,162,761(d)	6,142,897(c)	5,988,471(b)	5,974,865(a)

*December 1954 Consumption . . . { 5.1% increase over December 1953; 5.5% increase over December 1952

*Year 1954 Consumption . . . { 0.3% increase over 1953; 2.9% increase over 1952

*Percentages of increase or decrease are based on consumption of reporting newspapers only.

*525 U. S. newspapers reporting to the ANPA consumed approximately 75.5% in 1951; approximately 76% in 1952; approximately 76% in 1953 and approximately 76% in 1954.

(a) Estimated 24.5% of all consumption comprising daily newspapers not reporting to ANPA, country weeklies; commercial printers; shopping news; comic magazines; government, etc., added to reports to ANPA to arrive at these totals for the year 1951.

(b) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1952 [see (a) above].

(c) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1953 [see (a) above].

(d) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1954 [see (a) above]. Estimate for newsprint consumption in Canada for 1954 is 400,000 tons.

	U. S. PUBLISHERS' STOCKS On Hand and in Transit Tons	U. S. PUBLISHERS' STOCKS Days' Supply	NO. AMER. MILL STOCKS Tons
December 31, 1954	516,363	39	131,194
December 31, 1953	551,769	44	119,270
December 31, 1952	611,909	49	134,238

U. S. PUBLISHERS' STOCKS (ON HAND AND IN TRANSIT)—DECEMBER 1954.

(Compiled by the ANPA) 525 Newspapers	Tons
On hand first of month	434,131
Received during month	414,595
Used during month	407,980
Sold during month	1,300
On hand end of month	439,446
In transit end of month	76,917

Publishers' Stocks on hand and in transit December 31, 1954	Tons	Days' Supply
	516,363	39

December 1954 Consumption . . . { 5.1% increase over December 1954; 5.5% increase over December 1953

There were 4 Sundays in each December 1954, 1953 and 1952.

PRODUCTION—CANADA, UNITED STATES AND NORTH AMERICA.

CANADA.

	1954	1953	1952	1951
January Tons	476,151	473,640	470,456	453,019
February "	457,927	439,167	457,835	425,097
March "	515,482	484,276	476,492	472,963
April "	500,199	480,316	471,235	447,551
May "	497,221	480,239	495,972	485,723
June "	490,726	463,193	451,915	464,332
July "	503,979	491,254	485,539	452,455
August "	503,145	484,507	486,496	484,563
September "	491,153	467,431	461,508	431,082
October "	525,996	510,772	502,791	492,475
November "	522,109	473,176	463,435	471,732
December "	500,119	473,325	463,377	435,287
Total Tons	5,984,207	5,721,296	5,687,051	5,516,279

UNITED STATES.

	1954	1953	1952	1951
January Tons	96,284	93,789	97,216	92,959
February "	88,197	82,892	94,759	84,619
March "	98,115	91,911	99,633	94,283
April "	89,839	88,194	94,767	89,136
May "	96,670	92,405	103,440	96,688
June "	96,564	90,727	99,080	94,331
July "	96,324	88,121	94,192	92,481
August "	99,492	90,824	97,831	101,574
September "	96,592	85,966	92,301	90,728
October "	110,328	97,112	97,144	100,339
November "	106,479	92,385	89,842	95,847
December "	109,217	89,656	86,659	91,763
Total Tons	1,184,101	1,083,982	1,146,864	1,124,748

NORTH AMERICA.

	1954	1953	1952	1951
January Tons	572,435	567,429	567,672	545,978
February "	546,124	522,059	552,594	509,716
March "	613,597	576,187	576,125	567,246
April "	590,038	568,510	566,002	536,687
May "	593,891	572,644	599,412	582,411
June "	587,290	553,920	550,995	558,663
July "	600,303	579,375	579,731	544,936
August "	602,637	575,331	584,327	586,137
September "	587,745	553,397	553,809	521,810
October "	636,324	607,884	599,935	592,814
November "	628,588	565,561	553,277	567,579
December "	609,336	562,981	550,036	527,050
Total Tons	7,168,308	6,805,278	6,833,915	6,641,027

PRODUCTION—NORTH AMERICA

December 1954 . . . { 8.2% increase over December 1953; 10.8% increase over December 1952

December 1954 compared with December 1953 shows production as follows:

	Canada Tons	U. S. Tons
December 1954	500,119	109,217
December 1953	473,325	89,656
Increase	26,794	19,561
	5.7%	21.8%

PRODUCTION, SHIPMENTS AND MILL STOCKS

Canadian Mills.

	Production Tons	Shipments U.S.A. Tons	Shipments Canada Tons	Shipments Export Tons	Shipments Total Tons	Mill Stocks Tons
1954 December	500,119	407,227	35,534	63,226	505,987	124,900
1954 Twelve Months	5,984,207	4,875,031	420,896	674,534	5,970,461	.....
1953 " "	5,721,296	4,861,372	398,277	472,915	5,732,564	111,244
1952 " "	5,687,051	4,835,065	368,768	462,616	5,666,449	122,512
1951 " "	5,516,279	4,783,549	359,895	360,067	5,503,511	101,910

United States Mills.

	Production Tons	Shipments U.S.A. Tons	Shipments Canada Tons	Shipments Export Tons	Shipments Total Tons	Mill Stocks Tons
1954 December	109,217	104,187	.....	7,339	111,526	6,204
1954 Twelve Months	1,184,101	1,120,590	.....	65,333	1,185,923	.....
1953 " "	1,083,982	1,057,288	.....	30,394	1,087,682	8,026
1952 " "	1,146,864	1,075,540	.....	67,166	1,142,706	11,726
1951 " "	1,124,748	1,107,552	.....	17,869	1,125,421	7,568

North American Totals.

	Production Tons	Shipments U.S.A. Tons	Shipments Canada Tons	Shipments Export Tons	Shipments Total Tons	Mill Stocks Tons
1954 December	609,336	511,414	35,534	70,565	617,513	131,194
1954 Twelve Months	7,168,308	5,995,621	420,896	739,867	7,156,384	.....
1953 " "	6,805,278	5,918,660	398,277	503,309	6,820,246	119,270
1952 " "	6,833,915	5,910,605	368,768	529,782	6,809,155	134,238
1951 " "	6,641,027	5,891,101	359,895	377,936	6,628,932	109,478

PUBLISHERS AND MILL STOCKS OF NEWSPRINT

U. S. Publishers' Stocks.

(525 newspapers)

	1954 Tons	1954 Days' Supply	1953 Tons	1953 Days' Supply	1952 Tons	1952 Days' Supply	1951 Tons	1951 Days' Supply
January	559,275	48	645,789	57	549,869	49	440,124	39
February	584,960	47	648,733	52	575,243	46	442,459	37
March	581,049	45	604,603	45	545,504	42	445,201	35
April	565,407	41	606,335	44	532,950	41	418,090	31
May	519,039	38	552,743	40	521,767	40	419,123	32
June	533,973	42	561,032	44	551,071	44	452,625	37
July	552,698	51	596,039	54	607,771	57	500,445	46
August	574,902	49	630,632	54	659,946	60	544,698	49
September	555,025	43	625,951	49	659,787	52	526,584	41
October	525,964	37	595,222	43	630,380	46	535,133	41
November	522,503	37	552,367	39	624,731	45	543,388	40
December	516,363	39	551,769	44	611,909	49	522,196	42

North American Mill Stocks.

	1954 Tons	1953 Tons	1952 Tons	1951 Tons
January	144,103	140,132	136,892	126,759
February	166,228	170,373	151,155	150,508
March	197,753	210,543	175,422	151,353
April	195,531	191,160	179,156	153,784
May	193,145	204,980	182,307	156,145
June	160,321	182,871	151,373	142,500
July	182,341	177,279	152,921	153,595
August	167,631	161,809	149,665	159,148
September	174,615	146,784	150,425	160,733
October	161,697	151,836	166,412	158,346
November	139,371	135,100	130,273	135,604
December	131,194	119,270	134,238	109,478

UNITED STATES AND CANADIAN NEWSPAPERS ISSUED IN TABLOID

Anacortes (Wash.) Bulletin
Belle Fourche (S. D.) Post
Boston (Mass.) Record-American
Brooklyn (N. Y.) Daily
Burlington (Kan.) Republican
Carson City (Nev.) Appeal
Casey (Ill.) Reporter
Casper (Wyo.) Star
Cedar Falls (Iowa) Record
Cheyenne (Wyo.) Eagle (except Friday)
Chicago (Ill.) Racing Form
Chicago (Ill.) Sun-Times
Columbus (Ohio) Star
Denver (Colo.) Rocky Mt. News
Dillon (Mont.) Tribune
Fredonia (Kan.) Herald
Glendive (Mont.) Ranger
Hamilton (Mont.) Ravelli-Republican
Jamestown (N. Y.) Sun
Jasper (Ind.) Herald
Lake Worth (Fla.) Leader
Laramie (Wyo.) Bulletin (except Friday)
Larned (Kan.) Tiller & Toiler (except Thursday)
Long Island (N. Y.) (Nassau County) Newsday
Lorain (Ohio) Sunday News
Los Angeles (Calif.) Racing Form
Miami (Fla.) Racing Form
Miami Beach (Fla.) Florida Sun
Nanticoke (Pa.) Press
New York Mirror
New York News
New York Post
Opelousas (La.) World
Pasadena (Calif.) Independent
Passaic (N. J.) Sunday Eagle
Paterson (N. J.) Sunday Eagle
Philadelphia (Pa.) News
Philadelphia (Pa.) Sunday Dispatch
Pittston (Pa.) Sunday Dispatch
Rawlins (Wyo.) Times
Ridgewood (L. I., N. Y.) Long Island Advocate
Ridgewood (N. J.) Sunday News
St. Louis (Mo.) Record
Silver City (N. M.) Press & Independent
Sonora (Calif.) Daily
Teaneck (N. J.) Sun
Tempe (Ariz.) News
Trenton (N. J.) Trentonian
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Watseka (Ill.) Iroquois County Times
Williamsport (Pa.) Grit
Worland (Wyo.) Northern Wyoming News
Yonkers (N. Y.) Record
Yonkers (N. Y.) Times
York (Pa.) Gazette & Daily

CANADA

St. Johns (Newfoundland) Sunday Herald
Toronto (Ont.) Racing Form
Montreal (Que.) Herald
Montreal (Que.) La Patrie
Montreal (Que.) Montreal-Matin
Montreal (Que.) Le Petit Journal

PHILIPPINE ISLANDS

Manila Bulletin

MEXICO

Mexico City Racing Form

AMERICAN CORRESPONDENTS IN LONDON—Cont.

ASSOCIATE MEMBERS PHOTOGRAPHIC

Associated Press Photo Service, 83-86 Farringdon Street, E.C.4.
E. K. Butler
International News Photos, 72-78 Fleet Street, E.C.4.
F. A. Taylor (London Manager)
Jack White (London Editor)
United Press News Pictures, 3 Johnson's Court, E.C.4.
Leo J. Stoecker (European Newspictures Manager)
J. Eric Pothecary (European News Editor)

TELEVISION ASSOCIATE MEMBERS

American Broadcasting Company—Television
2 Mansfield Street, W.1.
Yale Newman
Chicago Tribune—WGN—TV, 85 Fleet Street, E.C.4.
Arthur Vesey
Columbia Broadcasting System—Television
26 Hallam Street, W.1.
William K. McClure
Cyril Bliss
Maurice Reitberger
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National Broadcasting Company Inc.—Television
2 Mansfield Street, W.1.
Romney Wheeler
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Hearst Metrotone News, Inc. (Telenews), 72-78 Fleet Street, E.C.4.
Alfred A. Tunwell
United Press—Television
30 Bouverie Street, E.C.4.
Roger Tatarian
Esquire Magazine, 39 Upper Brook Street, W.1.
Richard D. Kravitz (Chief of Bureau)
Harper's Magazine, 20 Chester Square, S.W.1.
T. S. Matthews
New Republic, 20 Chester Square, S.W.1.
(Mrs.) Martha Gellhorn Matthews
Esquire Magazine, 39 Upper Brook St. W.1.
Richard D. Kravitz (Chief of Bureau)
McGraw-Hill World-News, 95 Farringdon St., E.C.4.
Seabrook Hull (Chief of Bureau)
(Mrs.) Edith Walford
Harpers Magazine, 20 Chester Square, S.W.1.
T. S. Matthews
New Republic, 20 Chester, S.W.1.
(Mrs.) Martha Gellhorn Matthews
New Yorker, Roppelegh's, Haslemere, Surrey
Mollie Panter-Downes
Pathfinder News Magazine, Carlton House, Lower Regent St., S.W.1.
Arthur J. Mathers
Penton Publishing Co., Ltd., 2 Caxton St., S.W.1.
Vincent Delport
Rogers Publishing Co.,—Design News, 1 Golden Square, W.1.
R. W. E. Martin (Chief of Bureau)
(Miss) E. Mooney
Vision, 62 Pall Mall, S.W.1.
Frank Norall (Chief of Bureau)
Whaley Eaton Service, 13 Copthall Ave., E.C.2.
J. Muir

NEWSPRINT MANUFACTURERS OF NO. AMERICA

UNITED STATES

Company	Selling Organization
Bowaters Southern Paper Corp., Calhoun, Tenn.	Bowater Paper Co., 250 Park Ave., New York, N. Y.
Coosa River Newsprint Co., Coosa Pines, Alabama	
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.	343 Sansome St., San Francisco, Calif., and 122 E. 42nd St., New York, N. Y.
Great Northern Paper Co., 201 Devonshire St., Boston, Mass.	342 Madison Ave., New York City
Inland Empire Paper Co., Millwood, Wash.	
Manistique Pulp & Paper Co., Manistique, Mich.	
Publishers' Paper Co., Oregon City, Ore.	
St. Croix Paper Co., Woodland, Me.	H. G. Craig & Co., 230 Park Ave., New York and St. Croix Paper Co., 15 State St., Boston, Mass.
St. Lawrence Paper Corp., Norfolk, N. Y.	
Southland Paper Mills, Inc., Lufkin, Tex.	Perkins, Goodwin Co., 30 Rockefeller Plaza, New York
West Tacoma Newsprint Co., Tacoma, Wash.	

CANADA

Abitibi Power & Paper Co., Ltd., 408 University Ave., Toronto 2, Ont.	Abitibi Sales Company Limited, 408 University Ave., Toronto 2, Ont.
Anglo-Canadian Pulp & Paper Mills, Ltd., Quebec City, Que.	Montmorency Paper Co., 400 Madison Ave., New York, N. Y.
Anglo-Newfoundland Development Co., Ltd., Grand Falls, Newfoundland	Montmorency Paper Co., 400 Madison Ave., New York, N. Y.
Beaver Wood Fibre Co., Ltd., Thorold, Ont.	
Bowater's Newfoundland Pulp & Paper Mills, Ltd., Corner Brook, Newfoundland	Bowater Paper Co., Inc., 250 Park Ave., New York, N. Y.
Canadian International Paper Co., Sun Life Bldg., Montreal 2, Que.	International Paper Sales Co., Sun Life Bldg., Montreal 2, Que.
Consolidated Paper Corporation, Sun Life Bldg., Montreal 2, Que.	Consolidated Paper Sales, Limited, Sun Life Bldg., Montreal 2, Que.
Crown Zellerbach (Canada) Ltd., P. O. Box 879 Vancouver, B. C.	Crown Zellerbach Corp., 122 East 42nd St., New York, N. Y.
Donnacona Paper Co., Ltd., Quebec City, Que.	Donnacona Sales Corporation, Quebec City, Que.
Donohue Brothers, Limited, La Malbaie, Que.	Donohue Brothers Sales Corp., 51 Garden St., Quebec City, Que.
The E. B. Eddy Company, Hull, Que.	The E. B. Eddy Company, Hull, Que.
Elk Falls Company, Ltd., Duncan Bay, B. C. Mailing address: Campbell River, B. C.	Elk Falls Co., Ltd., Duncan Bay, B. C. Mailing address: Campbell River, B. C.
Great Lakes Paper Co., Ltd., 159 Bay St., Toronto, Ont.	Great Lakes-Canadian, Inc., 332 S. Michigan Ave., Chicago 4, Ill.
Lake St. John Power & Paper Co., Ltd., Dolbeau, Que.	St. Lawrence Sales Co., Ltd., Sun Life Bldg. Montreal 2, Que.
Manitoba Paper Co., Ltd., Pine Falls, Man., Subsidiary of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
The James Maclaren Company, Ltd., Buckingham, Que.	Maclaren Newsprint Sales, Ltd., Buckingham, Que.
Mersey Paper Company, Ltd., Liverpool, N. S.	Mersey Paper Company, Ltd., Liverpool, N. S.
New Brunswick International Paper Co., Dalhousie, N. B.	International Paper Sales Co., Sun Life Bldg., Montreal 2, P. Q.
Ontario Paper Co., Ltd., Thorold, Ontario	Ontario Paper Co., Ltd., Thorold, Ont.
Ontario-Minnesota Pulp and Paper Co., Kenora, Ont.	Minnesota & Ontario Paper Co., Baker Arcade Bldg., Minneapolis, Minn.
Powell River Co., Ltd., Standard Bldg., Vancouver, B. C.	Powell River Sales Co., Ltd., Standard Bldg., Vancouver, B. C.
Price Brothers & Company, Ltd., Quebec City, Que.	Price Brothers Sales Corporation, Quebec City, Que.
Quebec North Shore Paper Co., Ltd., Baie Comeau, Que.	Ontario Paper Co., Ltd., Thorold, Ont.
Richmond Pulp & Paper Co., Ltd., 3285 Bedford Rd., Montreal, Que.	Richmond Pulp & Paper Co., Ltd., 3285 Bedford Rd., Montreal, Que.
St. Lawrence Corp., Ltd., Sun Life Bldg., Montreal 2, Que.	St. Lawrence Sales Co., Ltd., Sun Life Bldg., Montreal 2, P. Q.
St. Raymond Paper, Ltd., 660 St. Catherine St. W., Montreal, Que.	St. Raymond Sales, Ltd., 660 St. Catherine St. W., Montreal, Que.
	Beaver Pulp & Paper Co., 205 E. 42nd St., New York, N. Y.
Ste. Anne Paper Co., Ltd., Montreal, Que., Subs of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.	Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.
Thunder Bay Paper Co., Ltd., Div. of Abitibi Power & Paper Co., Port Arthur, Ont.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto, Ont.

AYER CUP AWARDS

The Annual Exhibition of Newspaper Typography, in which the top award is the Francis Wayland Ayer Cup, was started in 1931 under the sponsorship of N. W. Ayer & Son, Inc. The purpose is to spotlight fine work in newspaper typography, make-up and printing, and to stimulate interest in improving the appearance and readability of newspapers.

The contest is open to all English-language daily newspapers published in the United States. Leaders in the fields of art, printing and public affairs judge the entries.

Entries are divided into classes according to circulation: (1) newspapers of more than 50,000 circulation, (2) newspapers of 10,000 to 50,000 circulation, (3) newspapers of less than 10,000 circulation, and (4) tabloids, regardless of circulation. Three Honorable Mention Awards are given in each of the first three classes, and one Honorable Mention for tabloids. The best newspaper of all classes is awarded the Ayer Cup, which must be won three times (not necessarily in a row) for permanent possession. The following newspapers have won the trophy:

1931 New York Herald Tribune
1932 Hartford Courant
1933 The New York Times
1934 The New York Herald Tribune
1935 The New York Times
1936 New York Herald Tribune (retired first Ayer Cup)
1937 Los Angeles Times
1938 Newark Evening News
1939 New York Herald Tribune
1940 The New York Times
1941 New York Herald Tribune
1942 The New York Times
1943 Christian Science Monitor
1944 Chicago Sun
1945 New York Herald Tribune (retired second Ayer Cup)
1946 Rochester (Minn.) Post-Bulletin
1947 Rutland (Vt.) Herald
1948 New York Herald Tribune
1949 The New York Times
1950 The New York Times
1951 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1952 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1953 The Evening Star, Washington, D. C.
1954 New York Herald Tribune

Honorable Mention winners in 1954 were:
More than 50,000 circulation—First, The Salt Lake Tribune; Second, The New York Times; Third, The Washington Post.
10,000 to 50,000 circulation—First, Manchester (Conn.) Evening Herald; Second, The Gary (Ind.) Post-Tribune; Third, The Iron Mountain (Mich.) News.
Less than 10,000 circulation—First, The Norman (Okla.) Transcript; Second, Peru (Ind.) Daily Tribune; Third, Ogdensburg (N.Y.) Journal.
Tabloids—Daily News, New York, N. Y.

MARIA MOORS CABOT AWARDS

These awards were established in 1939 by the Trustees of Columbia University as a memorial to Maria Moors Cabot (1866-1934). Endowed by Dr. Godfrey Lowell Cabot, the prizes are awarded annually for journalistic achievements which advance international friendship in the Western Hemisphere.

To date, the gold medals and plaques have been presented to the following:

ARGENTINA

1939 José Santos Gollan, Sunday editor, La Prensa, Buenos Aires—Gold Medal.
1939 La Prensa of Buenos Aires—Plaque
1942 Luis Mitre, director, La Nación, Buenos Aires—Gold Medal
1942 La Nación of Buenos Aires—Plaque Presented to Angel Bohigas, subdirector.
1950 Maria Constanza Huergo, La Prensa, Buenos Aires—Gold Medal.

BOLIVIA

1947 Dr. Carlos Victor Aramayo, president La Razon, La Paz, Bolivia—Gold Medal.
1947 La Razon and La Paz, Bolivia—Plaque.

BRAZIL

1941 Paulo Bettencourt, proprietor and director, Correio da Manha, Rio de Janeiro—Gold Medal
1941 Sylvia Bettencourt, Correio da Manha—Gold Medal
1941 Correio da Manha of Rio de Janeiro—Plaque
1945 Francisco de Assis Chateaubriand Diarios Associados—(Associated Dailies), Rio de Janiero—Plaque
1948 Orlando Ribeiro Dantas, president, Diario de Noticias, Rio de Janeiro, Gold Medal
1948 Diario de Noticias, Rio de Janeiro—Plaque.
1951 Dr. Almano Cardim, managing director, Jornal de Comercio, Rio de Janeiro—Gold Medal.
1951 Jornal de Comercio, Rio de Janeiro—Plaque.
1952 Belarmino Austregesilo de Athayde, editor, Diario da Noite, Rio de Janeiro—Gold Medal.
1953 Carlos Lacerda, editor and publisher, Tribuna da Imprensa, Rio de Janeiro—Gold Medal.
1954 Danton Jobim, editor-in-chief-Diario Carioca, Rio de Janeiro—Gold Medal.

CANADA

1946 Grant Dexter, executive editor, Free Press, Winnipeg (Man.)—Gold Medal.
1946 Free Press, Winnipeg (Man.)—Plaque.

CHILE

1940 Agustin Edwards, publisher, El Mercurio, Santiago—Gold Medal
1940 El Mercurio of Santiago—Plaque
1941 Carlos Dávila, editor, Editor's Press Service, Inc.—Gold Medal
1948 Dr. Alfredo Silva-Carvallo, director, La Union, Valparaiso.
1948 La Union, Valparaiso—Plaque.
1952 Jorge Delano Frederick, cartoonist and editor, Topaze Magazine, Santiago—Gold Medal.

COLOMBIA

1940 Enrique Santos, co-director, El Tiempo, Bogotá—Gold Medal
1940 El Tiempo of Bogotá—Plaque
1947 Dr. Alberto Lleras Camargo, director general. Pan American Union—Gold Medal.
1947 Pan American Union—Plaque.
1952 Dr. Juan B. Fernandez, director, El Heraldo, Barranquilla—Gold Medal.
1954 Gabriel Cano, proprietor, El Espectador, Bogota—Gold Medal.

COSTA RICA

1944 Repertorio Americano of San José—Plaque
1951 Francisco Maria Nunez, columnist and co-editor, Diario de Costa Rica, San José—Gold Medal.
1951 Diario de Costa Rica, San José—Plaque

CUBA

1941 José Ignacio Rivero, editor and publisher, Diario de la Marina, Havana—Gold Medal
1941 Diario de la Marina of Havana—Plaque
1943 Pedro Cue, proprietor and director, El Mundo, Havana—Gold Medal
1943 El Mundo of Havana—Plaque

ECUADOR

1944 Carlos Mantilla Ortega, subdirector El Comercio, Quito—Gold Medal
1944 El Comercio of Quito—Plaque
1949 Jose Santiago Castillo, manager, Telegrafo, Guayaquil—Gold Medal
1949 El Telegrafo of Guayaquil—Plaque
1953 Ismael Perez Castro, director and manager, El Universo, Guayaquil—Gold Medal.

EL SALVADOR

1944 Jorge Pinto, director, Diario Latino, San Salvador—Gold Medal
1944 Diario Latino of San Salvador—Plaque Presented to Miguel Pinto, Director

GUATEMALA

1947 Dr. David Vela, director, El Imparcial, Guatemala City—Gold Medal.
1947 El Imparcial, Guatemala City—Plaque.

HONDURAS

1940 Rafael Hiliodoro Valle, correspondent in Mexico D. F.—Gold Medal.

JAMAICA

1954 Sidney Gerald Fletcher, managing director, The Daily Gleaner, Kingston—Gold Medal.

MEXICO

1943 Rodrigo de Llano, president and director, Excelsior, Mexico, D. F.—Gold Medal
1943 Excelsior of Mexico, D. F.—Plaque
1946 Miguel Lanz Duret, Jr., president and general manager, El Universal and El Universal Grafico, Mexico City, D. F.—Gold Medal
1946 El Universal and El Universal Grafico, of Mexico City, D. F.—Plaque
1952 Antonio Arias Bernal, cartoonist, Hoy Magazine, Mexico City, D. F.—Gold Medal.

PANAMA

1944 Albert Victor McGeachy, editor, Star and Herald, Panama City—Gold Medal
1944 Star and Herald of Panama City—Plaque
1953 Crede H. Calhoun, correspondent for New York Times, headquarters in Panama—Gold Medal.

PARAGUAY

1953 Arturo Oscar Schaerer, editor and owner, La Tribuna, Asuncion—Gold Medal.

PERU

1939 Luis Miró Quesada, president of board, El Comercio, Lima—Gold Medal
1939 El Comercio of Lima—Plaque
1948 Dr. Manuel Cisneros Sanchez, president of the Board of Directors, La Cronica, Lima—Gold Medal.
1948 La Cronica Lima—Plaque.

PUERTO RICO

1950 Angel Ramos, El Mundo, San Juan—Gold Medal.

UNITED STATES OF AMERICA

1940 James I. Miller, vice-president for South America, United Press Associations—Gold Medal
1940 United Press Associations—Plaque
1942 The Christian Science Monitor, Boston, Mass.—Plaque
Presented to Erwin D. Canham, managing editor
1943 Edward Tomlinson, adviser and analyst on Inter-American affairs. The Blue Network—Gold Medal
1945 Tom Wallace, editor, Times, Louisville, Ky.—Gold Medal
1945 Times, Louisville Ky.—Plaque
1946 Lee Hills, managing editor, Herald, Miami, Fla.—Gold Medal
1946 Herald, Miami, Fla.—Plaque
1948 Joseph L. Jones, vice-president, and general manager United Press Association—Gold Medal
1948 United Press Associations—Plaque
1949 Milton Bracker, chief South American correspondent, the New York Times—Gold Medal
1949 The New York Times of New York, N. Y.—Plaque
1950 John A. Brogan, King Features Syndicate—Gold Medal; Joshua B. Powers, Editors Press Service, Inc.—Gold Medal
1951 Julio Garzon, editor La Prensa, New York City—Gold Medal
1951 La Prensa New York City—Plaque
1952 Jules Dubois, Latin American correspondent, Chicago Tribune—Gold Medal
1954 Lloyd Stratton, assistant general manager, Associated Press, New York—Gold Medal

URUGUAY

1942 Lorenzo Batlle Pacheco, director, El Dia, Montevideo—Gold Medal
1942 El Dia of Montevideo—Plaque
Presented to Alberto Lasplaces, foreign
1949 Eduardo Rodriguez Larreta, director, El Pais, Montevideo—Gold Medal
1949 El Pais of Montevideo—Plaque

VENEZUELA

1945 Luis Teofilo Nunez, El Universal, Caracas—Gold Medal
1945 El Universal, Caracas—Gold Plaque
1950 Msgr. Jesus Maria Pellin, La Religion, Caracas—Gold Medal
1951 Ramon David Leon, editor, La Estera Caracas
1951 La Estera, Caracas—Plaque
1954 Carlos Ramirez MacGregor, editor & co-proprietor, Panorama, Maracaibo—Gold Medal

COMPOSITION OF PRINTERS' METALS

Standard metal formulas as recommended by typesetting machine manufacturers are as follows:

Linotype and Intertype: 4 to 6 per cent tin, 11 to 12 per cent antimony, balance lead.

Ludlow: 4 to 6 per cent tin, 11 to 12 per cent antimony, balance lead.

Standard Monotype: 6.50 to 7.00 per cent tin, 16.50 to 17.50 per cent antimony, balance lead.

Electrotype: 3 per cent tin, 3 per cent antimony, 94 per cent lead.

Special Monotype: 9 to 10 per cent tin, 18 to 20 per cent antimony, balance lead.

Stereotype: 5 to 8 per cent tin, 13.25 to 14.00 per cent antimony, balance lead.

Linotype and Stereotype Combination: 4 to 6 per cent tin, 11.50 to 12.50 per cent antimony, balance lead.

Stereotype Replacements: 8 to 10 per cent tin, 13.50 to 14.00 per cent antimony, balance lead.

PULITZER AWARDS IN JOURNALISM

The award of prizes and traveling scholarships is made by the Trustees of Columbia University on the recommendations of the Advisory Board of the Graduate School of Journalism, and is usually announced during May. Nominations of candidates for any one of the Pulitzer Prizes should be made in writing on or before February 1 of each year. The prizes and scholarships in the fields of Journalism, Letters and Music were established under the will of the late Joseph Pulitzer. Following are the awards in Journalism:

MERITORIOUS PUBLIC SERVICE

1917 No award
1918 The New York Times
1919 Milwaukee (Wis.) Journal
1920 No award
1921 Boston Post
1922 The World (New York, N. Y.)
1923 Memphis (Tenn.) Commercial Appeal
1924 The World (New York, N. Y.)
1925 No award
1926 The Enquirer Sun (Columbus, Ga.)
1927 Canton (O.) Daily News
1928 Indianapolis (Ind.) Times
1929 The Evening World (New York, N. Y.)
1930 No award
1931 Atlanta (Ga.) Constitution
1932 Indianapolis (Ind.) News
1933 New York World-Telegram
1934 Medford (Ore.) Mail Tribune
1935 The Sacramento (Calif.) Bee
1936 The Cedar Rapids (Iowa) Gazette
1937 St. Louis (Mo.) Post-Dispatch
1938 The Bismarck (N. D.) Tribune
Special Bronze Plaque to: Edmonton (Alberta) Journal
1939 The Miami (Fla.) Daily News
1940 Waterbury (Conn.) Republican and American
1941 St. Louis (Mo.) Post-Dispatch
1942 Los Angeles (Calif.) Times
1943 The World-Herald (Omaha, Neb.)
1944 The New York Times
1945 Detroit Free Press
1946 Scranton Times
1947 Baltimore (Md.) Sun
1948 St. Louis Post-Dispatch
1949 Nebraska State Journal (Lincoln, Nebr.)
1950 Chicago News and St. Louis (Mo.) Post-Dispatch
1951 Miami (Fla.) Herald and Brooklyn (N. Y.) Eagle
1952 St. Louis (Mo.) Post Dispatch
1953 Whiteville (N. C.) News Reporter and Tabor City (N. C.) Tribune.
1954 Newsday, Long Island, N. Y.

HISTORY OF THE SERVICES RENDERED TO THE PUBLIC BY THE AMERICAN PRESS DURING THE PRECEDING YEAR:
1918 Minna Lewinson and Henry Beetle Hough

BIOGRAPHY
1952 Merlo J. Pusey, Washington (D. C.) Post
1954 Charles A. Lindbergh

EDITORIAL
1917 New York Tribune
1918 The Courier-Journal (Louisville, Ky.)
1919 No award
1920 Evening World-Herald (Omaha, Neb.)
1921 No award
1922 The New York Herald
1923 The Emporia (Kan.) Gazette
1924 The Boston Herald
1925 Charleston (S. C.) News and Courier
1926 The New York Times
1927 The Boston Herald
1928 Montgomery (Ala.) Advertiser
1929 Norfolk (Va.) Virginian-Pilot
1930 No award
1931 Fremont (Neb.) Tribune
1932 No award
1933 The Kansas City (Mo.) Star
1934 Atlantic (Ia.) News Telegraph
1935 No award
1936 The Washington Post (Felix Morley)
Scripps-Howard Newspapers (George B. Parker)
1937 The Sun (Baltimore, Md.) (John W. Owens)
1938 The Register and Tribune (Des Moines, Ia.) (W. W. Waymack)
1939 The Oregonian (Portland, Ore.) (Ronald G. Callvert)
1940 St. Louis (Mo.) Post-Dispatch (Bart Howard)
1941 Reuben Maury (Daily News, New York, N. Y.)
1942 Geoffrey Parsons (New York Herald Tribune)
1943 The Register and Tribune (Dex Moines, Iowa) (Forrest W. Seymour)
1944 The Kansas City (Mo.) Star
1945 Providence (R. I.) Journal-Bulletin (George W. Potter)
1946 Greenville (Miss.) Delta Democrat-Times (Hodding Carter)
1947 William H. Grimes (The Wall Street Journal)
1948 Atlanta (Ga.) Journal (George E. Goodwin)
1949 Boston Herald (John H. Crider)
Washington (D. C.) Post (Herbert Elliston)
1950 Jackson (Mich.) Citizen Patriot (Carl M. Saunders)
1951 New Orleans (La.) States (William Harry Fitzpatrick)
1952 St. Louis (Mo.) Globe Democrat (Louis LaCoss)
1953 New York (N. Y.) Wall Street Journal (Vermont Connecticut Royster)
1954 Boston (Mass.) Herald (Don Murray)

CORRESPONDENCE
1929 Paul Scott Mowrer
1930 Leland Stowe
1931 H. R. Knickerbocker
1932 Walter Duranty
Charles G. Ross
1933 Edgar Ansel Mowrer
1934 Frederick T. Birchall
1935 Arthur Krock
1936 Wilfred C. Barber
1937 Anne O'Hare McCormick
1938 Arthur Krock
1939 Louis P. Lochner
1940 Otto D. Tolischus
1941 Group award, in place of an individual Pulitzer Prize for foreign correspondence, the Trustees approved the recommendation of the Advisory Board that a bronze plaque or scroll be designed and executed to recognize and symbolize the public services and the individual achievements of American news reporters in the war zones of Europe, Asia, and Africa from the beginning of the present war.
1942 Carlos P. Romulo
1943 Hanson W. Baldwin
1944 Ernest Taylor Pyle
1945 Harold V. (Hall) Boyle
1946 Arnaldo Cortesi
1947 Brooks Atkinson

CARTOON
1922 Rollin Kirby
1923 No award
1924 Jay Norwood Darling
1925 Rollin Kirby
1926 D. R. Fitzpatrick
1927 Nelson Harding
1928 Nelson Harding
1929 Rollin Kirby
1930 Charles B. Macauley
1931 Edmund Duffy
1932 John T. McCutcheon
1933 Harold Morton Talburt
1934 Edmund Duffy
1935 Ross A. Lewis
1936 No award
1937 Clarence Daniel Batchelor
1938 Vaughn Shoemaker
1939 Charles G. Werner
1940 Edmund Duffy
1941 Jacob Burck
1942 Herbert Lawrence Brock
1943 Jay Norwood Darling
1944 Clifford K. Berryman
1945 Sgt. Bill Mauldin
1946 Bruce Russell
1947 Vaughn Shoemaker
1948 Reuben L. Goldberg
1949 Lute Pease
1950 James T. Berryman
1951 Reginald W. Manning
1952 Fred L. Packer
1953 Edward D. Kuckes
1954 Herbert L. Block

NEWS PHOTOGRAPHY
1942 Milton Brooks
1943 Frank Noel
1944 Frank Filan
Earle L. Bunker
1945 Joe Rosenthal
1946 No award
1947 Arnold Hardy
1948 Frank Cushing
1949 Nathaniel Fein
1950 Bill Crouch
1951 Max Desfor
1952 John Robinson
Don Ultang
1953 William M. Gallagher
1954 Mrs. Walter M. Schau

TELEGRAPHIC REPORTING (NATIONAL)
1942 Louis Stark
1943 No award
1944 Dewey L. Fleming
1945 James B. Reston
1946 Edward A. Harris
1947 Edward T. Folliard
1948 Bert Andrews
1949 C. P. Trussell
1950 Edwin O. Guthman
1952 Anthony Leviero
1953 Don Whitehead
1954 Richard Wilson

TELEGRAPHIC REPORTING (INTERNATIONAL)
1942 Laurence Edmund Allen
1943 Ira Wolfert
1944 Daniel DeLuce
1945 Mark S. Watson
1946 Homer Bigart
1947 Eddy Gilmore
1948 Paul W. Ward
1949 Price Day
1950 Edmund Stevens
1951 Keyes Beech, Fred Sparks, Homer Bigart, Marguerite Higgins, Relman Morin, Don Whitehead
1952 John M. Hightower
1953 Austin Wehwein
1954 Jim G. Lucas

REPORTING
1917 Herber Bayard Swope
1918 Harold A. Littedale
1919 No award
1920 John J. Leary, Jr.
1921 Louis Seibold
1922 Kirke L. Simpson
1923 Alva Johnston
1924 Magna White
1925 James W. Mulroy
Alvin H. Goldstein
1926 William Burke Miller
1927 John T. Rogers
1928 No award
1929 Paul Y. Anderson
1930 Russell Owen
Special award: W. O. Dapping
1931 A. B. MacDonald
1932 W. C. Richards
D. D. Martin
J. S. Pooler
F. D. Webb
J. N. W. Sloan
1933 Francis A. Jamieson
1934 Royce Brier
1935 William H. Taylor
1936 Lauren D. Lyman
1937 John J. O'Neill
William L. Laurence
Howard W. Blakeslee
Cobind Behari Lal
David Dietz
1938 Raymond Sprigle
1939 Thomas Lunsford Stokes
1940 S. Burton Heath
1941 Westbrook Pegler
1942 Stanton Delaplane
1943 George Weller
1944 Paul Schoenstein and associates
1945 Jack S. McDowell
1946 William L. Laurence
1947 Frederick Woltman
1948 George E. Goodwin
1949 Malcolm Johnson
1950 Meyer Berger
1951 Edward S. Montgomery
1952 George de Carvalho
1953 Edward J. Mowery
1954 Vicksburg, Miss. Sunday Post-Herald; Alvin Scott McCoy

SPECIAL CITATION
1941 The New York Times for the public educational value of its foreign news report, exemplified by its scope, by excellence of writing and presentation, and supplementary background information, illustration, and interpretation.
1944 Byron Price, Director of the Office of Censorship, for the creation and administration of the newspaper and radio codes.
1945 Commending the work of the cartographers of the American press, "whose maps of the war fronts have helped notably to clarify and increase public information on the progress of the armies and navies engaged."
1951 Cyrus L. Sulzberger, New York Times, For his interview with Archbishop Stepinac in a prison cell in Yugoslavia.
1952 Kansas City (Mo.) Star, for editorial planning, organization and execution of news coverage of the great regional flood of 1951. Also to Max Kase, New York Journal-American, for his exclusive exposures of bribery and other forms of corruption in basketball.
1953 New York (N. Y.) Times

PLAN OF AWARD OF PRIZE IN JOURNALISM
The following awards will be made annually as Prizes in Journalism:

1. For the most disinterested and meritorious public service rendered by an American newspaper during the year, a gold medal costing Five hundred dollars ($500).

2. For distinguished editorial writing during the year, limited to the editorial page the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction, due account being taken of the whole volume of the writer's editorial work during the year, Five hundred dollars ($500).

3. For distinguished correspondence during the year, the test being clearness and terseness of style, preference being given to fair, judicious, well-balanced and well-informed interpretative writing, which shall make clear the siginificance of the subject covered in the correspondence or which shall promote international understanding and appreciation, Five hundred dollars ($500).

4. For a distinguished example of a cartoonist's work published in an American newspaper during the year, the determining qualities begin that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be intended to be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year. Five hundred dollars ($500).

5. For an outstanding example of news photography as exemplified by a news photograph published in a daily newspaper, Five hundred dollars ($500), [This prize is open to amateurs as well as to photographers regularly employed by newspapers, press associations or syndicates.]

6. For a distinguished example of telegraphic reporting on national affairs published in daily newspapers in the United States, Five hundred dollars ($500).

7. For a distinguished example of telegraphic reporting of international affairs published in daily newspapers in the United States, Five hundred dollars ($500).

8. For a distinguished example of a reporter's work during the year, the test being accuracy and terseness, the preference being given to news stories published in a daily newspaper prepared under the pressure of edition time relating to matters of special interest of a local or regional character, Five hundred dollars ($500).

SIGMA DELTA CHI AWARDS IN JOURNALISM

The award of bronze medallions with accompanying certificates is made each year by Sigma Delta Chi, professional journalistic fraternity, for outstanding achievements in journalism during a calendar year and is usually announced the following April. Nominations of candidates for any one of the awards should be made on or before February 1 of each year.

Following are the awards in Journalism:

RESEARCH ABOUT JOURNALISM
1935 Oscar W. Riegel
1936 Ralph O. Nafziger
1937 Dr. Alfred McClung Lee
1938 Frank Luther Mott
1939 Norval Neil Luxon
1940 Paul F. Lazarsfeld
1944 Earl English
1945 Frank Thayer
1946 Ralph D. Casey, Bruce Lannes Smith and Harold D. Lasswell
1947 James E. Pollard
1948 Dr. J. Edward Gerald
1949 Edwin Emery
1950 Robert S. Harper
1952 Curtis D. MacDougall
1953 Harold L. Cross

GENERAL REPORTING
1939 Meigs O. Frost
1940 Basil Brewer
1942 Jack Vincent
1943 Julius M. Klein and Ralph S. O'Leary
1944 Edward J. Doherty
1945 James P. McGuire and John J. McPhaul
1946 John M. McCullough
1947 George Goodwin
1948 Richard C. Looman
1949 Bob Considine
1950 Edward B. Simmons
1951 Victor Cohn
1952 Chalmer M. Roberts
1953 Carl T. Rowan

EDITORIAL WRITING
1939 W. W. Waymack
1940 Allen Drury
1942 Alexander Kendrick
1943 Milton Lehman
1944 Felix R. McKnight
1945 Francis J. Locke
1946 John W. Hillman
1947 Alan Barth
1948 Virginius Dabney
1949 John Crider
1950 Bradley L. Morison
1951 Robert M. White II
1952 Virginius Dabney
1953 John N. Reddin

RADIO NEWSWRITING
1939 Albert Warner
1940 Cecil Brown
1942 Fulton Lewis, Jr.
1946 Harry M. Cochran
1947 Alex Dreier
1948 Merrill Mueller
1949 Elmer Davis
1950 Leo O'Brien & Howard Maschmeier
1951 William E. Griffith, Jr.
1952 Clifton Utley
1953 WHCU, Ithica, N. Y.

FOREIGN CORRESPONDENCE
1939 Kenneth T. Downs
1940 Leland Stowe
1942 Keith Wheeler
1943 Frederick Kuh
1944 Frederick Kuh
1945 Arnaldo Cortesi
1946 Charles Gratke
1947 Daniel DeLuce
1948 Nat Barrows
1949 Kingsbury Smith
1950 Keyes Beech & Don Whitehead
1951 Ferdinand Kuhn
1952 Ernest S. Pisko
1953 Alexander Campbell

COURAGE IN JOURNALISM
1939 New Orleans (La.) States
1942 Guthrie County Vedette, Panora, Iowa
1943 Lowell (Mass.) Sunday Telegram
1944 The Milwaukee (Wis.) Journal
1945 New Orleans (La.) States
1946 Kansas City (Mo.) Star
1947 Memphis (Tenn.) Press-Scimitar
1948 The Philadelphia Inquirer

EDITORIAL CARTOONING
1942 Jacob Burck
1943 Charles Werner
1944 Henry Barrow
1945 Reuben L. Goldberg
1946 Dorman H. Smith
1947 Bruce Russell
1948 Herbert Block
1949 Herbert Block
1950 Bruce Russell
1951 Herbert Block and Bruce Russell
1952 Cecil Jensen
1953 John Fischetti

WASHINGTON CORRESPONDENCE
1942 Drew Pearson and Robert S. Allen
1943 Sam O'Neal
1944 Marquis W. Childs
1945 Peter Edson
1946 Wallace R. Deuel
1947 Bert Andrews
1948 W. McNell Lowry
1949 Jack Steele
1950 William K. Hutchinson
1951 John Hightower
1952 Clark R. Mollenhoff
1953 Richard L. Wilson

WAR CORRESPONDENCE
1943 Ernie Pyle (Raymond Clapper Memorial Award)
1944 Ernie Pyle (Human Interest)
Henry T. Gorrell (Spot News)
1945 John Graham Dowling

SPECIAL AWARDS
1943 Raymond Clapper (Posthumous) "William Allen White Memorial Award"

RADIO & TV REPORTING
1946 Allen Stout
1947 James C. McNamara
1948 George J. O'Connor
1949 Sid Pietzsch
1950 Jack E. Krueger
1951 Jim Monroe
1952 Charles and Eugene Jones
1953 Gordon Gammack

NEWS PICTURE
1946 Frank Q. Brown
1947 Paul Calvert
1948 Frank Jurkoski
1949 The Chicago Daily News
1950 David Douglas Duncan
1951 Edward DeLuga and Roger Wrenn
1952 Robert I. Wendlinger
1953 Bill Wilson

NEWSPAPER CARTOONING
1948 Ed Dodd
1949 Milton Caniff

PUBLIC SERVICE IN RADIO JOURNALISM
1949 Station WTTS (Bloomington, Ind.)
1950 WAVZ, New Haven, Conn.
1951 Station WMAQ, Chicago
1952 Station WMT, Cedar Rapids, Ia.
1953 CBS Radio Network

PUBLIC SERVICE IN TELEVISION JOURNALISM
1952 WBNS-TV, Columbus, Ohio
1953 WHAS-TV, Louisville, Ky.

MAGAZINE REPORTING
1949 Lester Velie
1950 Gordon Schendel
1951 Bill Davidson
1952 Bill Davidson
1953 James P. O'Donnell

PUBLIC SERVICE IN MAGAZINE JOURNALISM
1949 Collier's
1950 Collier's
1951 McCall's
1952 Look
1953 Look

PUBLIC SERVICE IN NEWSPAPER JOURNALISM
1949 The Star-Gazette, Moose Lake, Minn.
1950 The Atlanta (Ga.) Journal
1951 Chicago Sun-Times
1952 The Wall Street Journal
1953 Chicago Daily News

PLAN OF AWARD OF PRIZE IN JOURNALISM

The following awards will be made annually as Prizes in Journalism:

1. For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during the year.
2. For a distinguished example of a reporter's work.
3. For a distinguished example of an editor's work.
4. For a distinguished example of radio or TV newscaster's or commentator's work.
5. For a distinguished example of a foreign correspondent's work.
6. For a distinguished example of a cartoonist's work.
7. For a distinguished example of a Washington correspondent's work.
8. For a distinguished example of spot news reporting for radio or television.
9. For an outstanding example of a news photographer's work.
10. For an outstanding example of public service by an individual radio station or network through radio journalism.
11. For a distinguished example of current events reporting appearing in a magazine of general circulation.
12. For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation. Nominations to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.
13. For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

DAILY NEWSPAPER CORRESPONDENTS IN NEW YORK

CHICAGO TRIBUNE—Harold E. Hutchings, New York Correspondent; William J. Fulton, Eastern Correspondent; 229 West 43rd St., New York 36, N. Y., Tel: BRyant 9-5484.

HOLLYWOOD REPORTER—Jack Harrison, 229 West 42nd St., New York 36, N. Y., Tel.: WIsconsin 7-2470.

MILWAUKEE JOURNAL—Robert W. Wells, Times Annex, 229 West 43rd St., New York 36, N. Y., Tel: LAckawanna 4-1000, ext. 633.

MONTREAL GAZETTE—E. J. Cunningham, Times Annex, 229 West 43rd St., New York 36, N. Y., Tel: LAckawanna 4-1000, ext. 624.

ROANOKE RAPIDS HERALD—James L. Wick, 901 8th Ave., New York 19, N. Y., Tel: CIrcle 5-6785.

ST. LOUIS POST-DISPATCH—Alvin H. Goldstein, 521 Fifth Ave., New York 17, N. Y., Tel: MUrray Hill 7-2234.

THE CHRISTIAN SCIENCE MONITOR—R. Stafford Derby, Chief, New York News Bureau, 586 Fifth Ave., New York 36, N. Y., Tel: PLaza 7-1222.

TORONTO GLOBE AND MAIL—E. J. Cunningham, Times Annex, 229 West 43rd St., New York 36, N. Y., Tel: LAckawanna 4-1000, ext. 624.

At the annual meeting of the American Society of Newspaper Editors in Washington, D. C., April 21, 1944, the following resolutions were adopted:

I

WHEREAS, The American Society of Newspaper Editors, conscious that a constantly widening area of freedom of the press is vital to the advancement of representative government and world peace, and moreover, coganizant that its attainment is primarily dependent on the freedom of peoples; and

WHEREAS, The freedom of peoples and the press depends in vital measure on international cooperation to prevent aggression and future global wars; and

WHEREAS, International freedom of communication is a distinct forward step in order that news of international significance be widely known; and

WHEREAS, Freedom of the press requires constant protection even in areas where, as in the United States of America, its exercise as a right of the people has led to an enlightened public opinion; be it

RESOLVED, That this Society pledge all support to further the principle of world-wide freedom of communications and of the press, and that we condemn the practice in any government of regarding the press as an instrument of government.

RESOLVED, That the President of this Society appoint a committee to cooperate with other agencies to implement this resolution.

II

WHEREAS, It has been the custom of nations to arrange or control their communications systems and practices in a manner which fails to provide equitable and unrestricted facilities and routes for transmission of news and information; and

WHEREAS, The equitable and expeditious dissemination of information to many parts of the world is sharply restricted thereby and this has resulted in embarrassing and confusing interpretation of developments of global interest, with disturbing and unnecessary antagonisms; therefore be it

RESOLVED, That the American Society of Newspaper Editors strongly urges international agreements permitting direct communication between each and every nation of the world wherever feasible; eliminating conventions and customs which prevent utilization of any advance in the science of communications; removing all restrictions imposed for the commercial or political advantage of any nation or group of nations; giving to the press correspondents of all nations equitable use of the available communications facilities; and making dominant in all communications matters the principle of fostering an unrestricted use of news and information to all parts of the world be it

RESOLVED, That the Committee on Communications, authorized by the Society, by and with the advice and approval of the Directors, be empowered to participate in conferences with other organizations and agencies to implement this resolution.

RESOLUTION IN CONGRESS

"Resolved by the Senate (the House of Representatives concurring), That the Congress of the United States expresses its belief in the world-wide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, without discrimination as to sources, distribution, rates or charges; and that this right should be protected by international compact."

REPUBLICAN PLATFORM—

"In times like these, when whole peoples have found themselves shackled by Governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define in clear and unmistakable language, the role of the Federal Communications Commission.

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

DEMOCRATIC PLATFORM—

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

WORLD FREE PRESS MISSION

As representatives of the American Society of Newspaper Editors, the following were named to go abroad during 1945 to make a survey on freedom of the press and report back to the ASNE annual meeting in April: Chairman, Wilbur S. Forrest, New York Herald Tribune; Ralph E. McGill, Atlanta Constitution; Dean Carl W. Ackerman, Graduate School of Journalism, Columbia University.

Newspaper Color Clearing House

Color Production Service originated the clearing house method of handling and servicing the mechanical details of color advertising in newspapers twenty-three years ago.

Our clearing house concept of service in following color advertising through to the final reproduction has brought us in close contact with both agency and newspaper mechanical men; giving us a unique experience in both the potentials and limitations of newspaper color, resulting in a constantly improved quality and steadily increased volume of newspaper color.

IF IT'S COLOR IN NEWSPAPERS, CHECK WITH

COLOR PRODUCTION SERVICE

INCORPORATED

250 Park Avenue, New York 17, N.Y.

Review of British Newspapers, Advertising, 1954

By Allan Delafons

Voluntary closure of operations for a day by London's daily newspapers has been a news highlight of this year. Sparked by a labor union threat—culmination of an 18-month dispute between two printing-shop unions over whose members should print the London Daily Sketch on the News of the World presses—London morning and evening newspaper publishers carried out their long standing promise to refrain from all publication if the production of one newspaper was stopped.

More important, however, were further gains in advertising linage and the big share secured by two leading newspaper-publishing groups in Britain's plans for sponsored television.

Subject of more political argument than almost any other Government proposal over the past three years, sponsored television was finally activated mid-year by the passing of needed legislation through both Houses of Parliament.

Sponsored Television

Financed by an annual grant of £750,000 from the Government and up to £2,000,000 from the Treasury, plus the revenue it expects to draw from program contractors, the Independent Television Authority is setting up television stations, from which will be broadcast programs containing advertising and run by program contractors.

These program contractors will sell to advertisers strictly limited time in their programs. Their responsibility is to provide programs for broadcast over the ITA's stations; advertising material may be transmitted only at the beginning and end of programs, or in "natural breaks" in programs. Advertising material thus televised must not reduce the informative, entertainment or instructional nature of the programs."

Despite these restrictions—almost typically British in their uneasy compromise between the protagonists and opponents of sponsored television—most of Britain's top advertising agencies had already set up TV departments, often staffed with men experienced in TV-program organisation in Britain (on the BBC) or in the US.

Under the Postmaster-General's authority the ITA has granted licenses to produce programs to four organisations, in two of which Britain's biggest newspaper-publishing groups have strong financial holdings.

Newspapers in T V

In one organisation Associated Newspapers (publishers of the London Daily Mail, Evening News and Weekly Dispatch) have a 50% interest. In the other Kemsley Newspapers Ltd. (publishers of national weekly and provincial daily newspapers, with a combined sale of many millions) have a minority interest.

The other two program contracting organisations whose bids have been accepted by ITA represent, respectively, a City financial group headed by former BBC television chief Norman Collins and the owners of a chain of cinemas.

Acceptance by the Television Authority of these bids drew strong protests from other newspapers—notably the Left-wing Daily Mirror which complained that sponsored television air time had been handed over, in effect to 'Tory dominated interests.'

The ITA, busy with plans for setting up London, Birmingham, Manchester TV stations to go into operation next year, maintained a bland silence.

Probably the shortest-lived daily newspaper in Fleet-street's history, W. J. Brittain's Recorder—started (as described in 1954 Editor & Publisher Year Book) on October 27, 1953, folded up on March 26, 1954. Production costs were much higher than he had expected, Recorder owner William J. Brittain told creditors after the paper had gone into voluntary liquidation. When it closed the paper owned some £233,000. The Weekly Recorder, from which the new daily had been launched last year, was sold and is continuing.

Ad Expenditures Rise

End of food rationing presaged increased advertising for competing brands of margarine and butter. During the war butter and margarine had been sold—whatever its source or manufacturer—as an unbranded 'national' product. In 1954 the days of open and fierce competition—and so of large scale advertising—were to return. In 1953 £59,600,000 had been spent on all display advertising in British newspapers and magazines—an all-time high, and more than £12,000,000 up on the previous year. It was believed that 1954 would see a new record in advertising expenditure.

While advertising revenues of British newspaper had thus risen net sales tended to fall. The Daily Telegraph, Daily Mirror and Daily Express recorded circulation gains during 1953—when end of year audit figures were available, but most other national newspapers suffered losses.

The Daily Telegraph, recognised as a quality newspaper announced in early 1954 that through 1953 its net sales had exceeded a million a day by some 15,000 copies. The Daily Mirror was selling over 4½ million copies a day, and the Daily Express over 4,100,000.

In the first six months of 1954 the expected gain in advertising expenditures in newspapers and magazines was proven. Total expenditure on this class of advertising in these media was set at £34,200,000 compared with £28,845,000 in the first six months of 1953, a gain of 18½%.

Daily newspapers outside London gained most from this higher expenditure on display advertising, their revenue being up by nearly 27% on a year earlier. London (national) daily, morning and evening, newspapers gained an estimated 8%.

Advertisers Warned

When the promised spate of advertising for branded margarines broke into the newspapers copy proved far less smooth than the product advertised. Soon after the big campaigns started the Joint Copy Committee of the Newspaper Proprietors Association (organisation of British publishers of London newspapers) and the Newspaper Society (organisation of provincial newspaper publishers) issued a warning to margarine advertisers and their agents that copy which knocked butter in any manner would not be accepted for publication. No protest had been made by the butter producers and importers—but experience of the soapless detergents copy war some years earlier led British newspaper again to the conclusion that knocking copy was not good advertising—and likely to harm public confidence in all display advertising for manufactured products.

More people read the national Sunday newspaper, News of the World, than any other publication in Britain a new readership research report, financed by newspaper publishers and published by the Incorporated Practitioners in Advertising, revealed. Close behind the News of the World's estimated readership of 20,315,000 adults, comes the Radio Times, British Broadcasting Corporation weekly radio program magazine, with an estimated 19,062,000 readers. From those multi-million figures—based on a check of Britain's 37,337,000 adults—of whom more than 36,500,000 see one or more newspapers every day—the enquiry showed that while as many as 12,789,000 people read the Daily Mirror, as few as 880,000 were estimated to read The Times each day.

New Publishing Plant

First post-war British newspaper printing plant was opened by the Daily Mirror. Equipping it had cost £1,000,000. Mirror Chairman Cecil H. King, opening the new plant, said another big printing plant would be completed in a few years—to handle the Mirror's daily output of over 4,700,000 copies, plus its associated Sunday newspaper, Sunday Pictorial's 5,600,000 copies a week, and some 5,000,000 copies of the mid-week and week-end editions of Reveille.

The new building houses 36 sixteen-plate double width rotary press units, which are so spaced that by putting in or taking out folder and seal units midway in the press lines 24, 32 or 40 page editions can readily be produced—sizes that are still maxima in newsprint-hungry Britain. With a rated output of 1,200,000 24-page papers an hour the new plant will produce, under normal running conditions, around 960,000 copies an hour.

In early Fall the Daily Mirror publishers launched a new kind of newspaper—16 pages of news and pictures, weekly, for children, with the title Junior Mirror. On the same day the Daily Express (whose owner Lord Beaverbrook had earlier been feted on his 75th birthday) also launched a children's weekly newspaper—and called it the Junior Express.

Junior Editions

Both used a close approximation of their normal adult-edition make-up. The Junior Mirror ran a serial. The Junior Express used several star reporters and feature writers from the Daily Express, and also ran a second colour through half the paper.

A week later the Daily Sketch, a milder picture daily, competitor of the Mirror, appeared with the first of a weekly supplement series—specially for children in the normal Wednesday edition of the adult newspaper. All three aimed at a sale of around a million a piece.

Preserving the liberty of the Press was its first duty, the British Press Council emphasised in its first annual report in 1954. While journalism in modern complex society bore increasing responsibilities—and reading "the printed word can be a peculiar irritant"—newspapers were entitled to protection from immoderate condemnation. The eagerly awaited report, published by the Council which had been formed 12 months earlier voluntarily by agreement between the newspaper publishers' organisations and the two bodies representing professional newspapermen, reviewed the problems and complaints brought to it.

People speaking in public often wished to censure the Press and so criticised Press "intrusions into private life." Remarked the Press Council, exceedingly few specific cases of this alleged intrusion had come before it. One source of this complaint, however, might well be the large number of newspapermen who wished to interview people who had come into the news. While their questions might be reasonable ones to put in the public interest, repeated inquisition by one newspaper after another "may give them the character of persecution."

The newspaper world might consider, the Council suggested, whether the carrying of the hunt for exclusive material might not be avoided and agreement sought on ways of reducing the number of reporters putting questions to harassed victims.

"The Press Council thinks the conscience of the (newspaper) profession should insist on the search for a remedy" and it drew the attention of newspaper publishers to this problem.

But the pestering was not all on one side, the report continued. "The newspaper are themselves constantly being pestered for money or publicity or both."

Duty of The press

Labelling some activity, or document, of which the public should know, "Private and Confidential"—and believing that the Press should meekly consider themselves in honour bound to respect such injunctions "by fussy little jacks-in-office"—was the basis of some complaints of "press intrusion", the report went on to say. The Press Council was emphatic in its support of editors who refused to be fenced off in this way. "If hushing up a matter is against the public interest the duty of the Press is clear: It must tell the public what is happening."

The Press Councils' first annual report was on sale to the public. Some sections of the press, the report stated, had demanded that all the meetings of the Council should be held in public and that any person with a complaint should have the right to appear before the Council. The Council declared that, at any rate for the present, its meetings should as hitherto be in private (though its report of specific problems are usually made public.)

What the Council had to say about developments in the press in Britain would interest more than British newspaper publishers. The material well-being of the Press could fairly be gauged by the rise and fall of newspaper circulations and of the volume of advertising appearing in newspapers. In spite of a 50% increase in selling prices the total sales of Britain's national newspapers (defined by the Council as "the morning newspapers published from London") had fallen little, in three years, from their peak total of more than 16,500,000 copies a day. By mid-1954 their total sales were well above 16,000,000.

Public Preference Noted

But when individual newspaper sales were examined a change in public preference was to be seen. The mass public now favoured "daily newspapers with an emphasis on pictures, strip cartoons and short features of human interest" instead of political and foreign news and more serious articles. Exemplifying this, the report pointed out, was the fact that for every copy added to its net sale by the Daily Telegraph, the picture tabloids had added three copies.

Provincial morning newspapers had lost sales after they upped their prices—and had never fully regained those losses. In some instances the sales losses had been as high as 17%. But provincial evening newspapers were in 1954 showing small but steady rises in circulation.

Sunday newspapers had fared better, the report continued. After a drop in sales when their prices were increased—at the same time as the prices of the dailies—their total sales had now nearly regained their pre-price increase peak of some 28,500,000. Oddly, in view of the public's marked preference for tabloid-type daily newspapers, the more serious Sunday newspapers—like the Observer and the Sunday Times—had made the most marked gains in sales. But the newspapers which catered to this expanding market for serious readership still represented only some 3% of total Sunday newspaper sales.

When the sales of provincial Sunday newspapers were added to those of the national Sundays, total sales of all Sunday newspapers in Britain were well in excess of 30,000,000 copies, the Press Council estimated.

Readers' Responsibility

As a mild, but clear, reply to the increasing critics of some allegedly crime and sex-ridden Sunday newspapers—which the Council itself had earlier condemned—the report pointed out that "with a free press from which the public can make its own choice, some responsibility for preferring the type of newspaper so often charged with triviality and sensationalism must rest with the reader himself."

What ever its critics might have said of it, or felt about its sober statements after each of its three-monthly meetings, the Press Council, whose members include newspaper publishers,-editors and working newspapermen, had succeeded, in its first year of operation, in clarifying not only its own position and point of view, but its attitude, as the body representing Britain's Press, on the threats to the freedom of the Press which had been the root cause of its formation being demanded by pressure groups which were as often people desiring secrecy for their own actions as do-gooding busy-bodies with a strong, if misapplied, fear that the press was debasing the public.

UNITED STATES REPRESENTATIVES OF NEWSPAPERS OF GREAT BRITAIN AND IRELAND

The following code numbers are assigned, respectively, to the various United States representatives of newspapers of Great Britain and Ireland. For example, all papers next to which the number (1) appears, are represented in the United States by the representative alongside of whose name the same number appears on the following list:

(1) Newell Rogers (Editorial); 50 Rockefeller Plaza, New York 20,

(2) Miss Evelyn Irons, 50 Rockefeller Plaza, New York 20.

(3) Don Iddon, 50 Rockefeller Plaza, New York 20.

(4) A. W. Parsons, 50 Rockefeller Plaza, New York 20.

(5) London Daily Mail, 50 Rockefeller Plaza, New York 20.

(6) Ralph Champion, c/o London Daily Mirror, 220 East 42nd St., New York.

(7) A. W. Parson c/o Daily Sketch, 50 Rockefeller Plaza, New New York 20.

(8) Miss Clare Blanshard, 229 W. 43rd St., New York 18.

(9) A. H. Fulkner, 50 Rockefeller Plaza, New York 20.

(10) S. Burch, 50 Rockefeller Plaza, New York 20.

(11) P. H. Powell, 360 Central Park West, New York 25.

(12) Hon. Alistair Buchan, 1057 National Press Bldg. Washington, D.C.

(13) Mrs. F. M. Llewellyn, 45 East 51st St., New York.

(14) R. Kenyon, New York.

(15) Manchester Guardian Inc., 53 East 51st St., New York 22.

(16) Dave Fernsler, 4749 Reservoir Rd. N.W., Washington 7, D.C.

DAILY NEWSPAPAPERS OF GREAT BRITAIN AND IRELAND—Personnel, Circulations, Rates

ENGLAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8,000,000 approx.							
Daily Express (m) (1)	4,113,141*	£25	.....	A. Christiansen	Beaverbrook Newspapers Ltd.	.....	L. W. Needham (Ad. Dir.) J. W. E. Blanch (Ad. Man.)
Evening Standard (e) (2)	751,864*	£11	£1,000	Percy Elland	Evening Standard Co. Ltd.	Owen Rowley (Chairman) Charles Lawrence (General Man.)	L. W. Needham (Ad. Dir.) W. Mayston (Ad. Man.)
Sunday Express (S) (1)	3,313,529*	£22.10s	.....	J. R. Gordon (Man. Ed.)	Beaverbrook Newspapers Ltd.	E. J. Robertson (Chairman)	L. W. Needham (Ad. Dir.) L. Ward Jackson (Ad. Man.)
Daily Herald (m)	1,810,911*	£15	£2,280	S. R. Elliott	'Daily Herald' (1929) Ltd.	J. M. Judd (Gen. Man.)	..... J. Rosswick (Ad. Man.)
Daily Mail (m) (3)	2,127,227*	£18.10s	£3,750	Arthur Wareham (Acting)	Associated Newspapers Ltd.	D. F. S. McClean	G. Smale C. W. V. Truefitt (Ad. Dir.)
Sunday Dispatch (S) (4)	2,676,037*	£17.10s	.....	C. Eade	Associated Newspapers Ltd.	D. F. S. McClean	M. Pitcher C. W. V. Truefitt (Ad. Dir.)
The Evening News (e) (5)	1,430,862*	£16	£3,000	C. R. Willis	Associated Newspapers Ltd.	D. F. S. McClean	J. C. Reeves .....

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COPIES SOLD EVERY DAY

3,257,524

SUNDAY'S LARGEST QUALITY SALE

755,025

LONDON'S MOST INFLUENTIAL EVENING NEWSPAPER

203,053

SCOTLAND'S NATIONAL EVENING NEWSPAPER

Vast is the influence and range of the Express readership. Here is an extract from a recent issue of the Investor's Chronicle.

"What is equally important is that a recent survey has shown that Beaverbrook Newspapers has the biggest U.K. readership in the upper and middle classes, a fact that carries much weight with advertisers and has made advertising an increasingly important part of overall activities.

"In eight years, advertising revenue as a percentage of sales revenue has risen from 34 to 77 per cent. Apart from the three newspapers whose history is illustrated . . . . (Daily Express, Sunday Express, and Evening Standard), the group also controls the Evening Citizen, Glasgow's oldest-established evening newspaper; taken over in 1940, its net sale has risen in 14 years by 266 per cent to 202,916."

The Daily Express and Sunday Express are printed simultaneously in London, Manchester and Glasgow

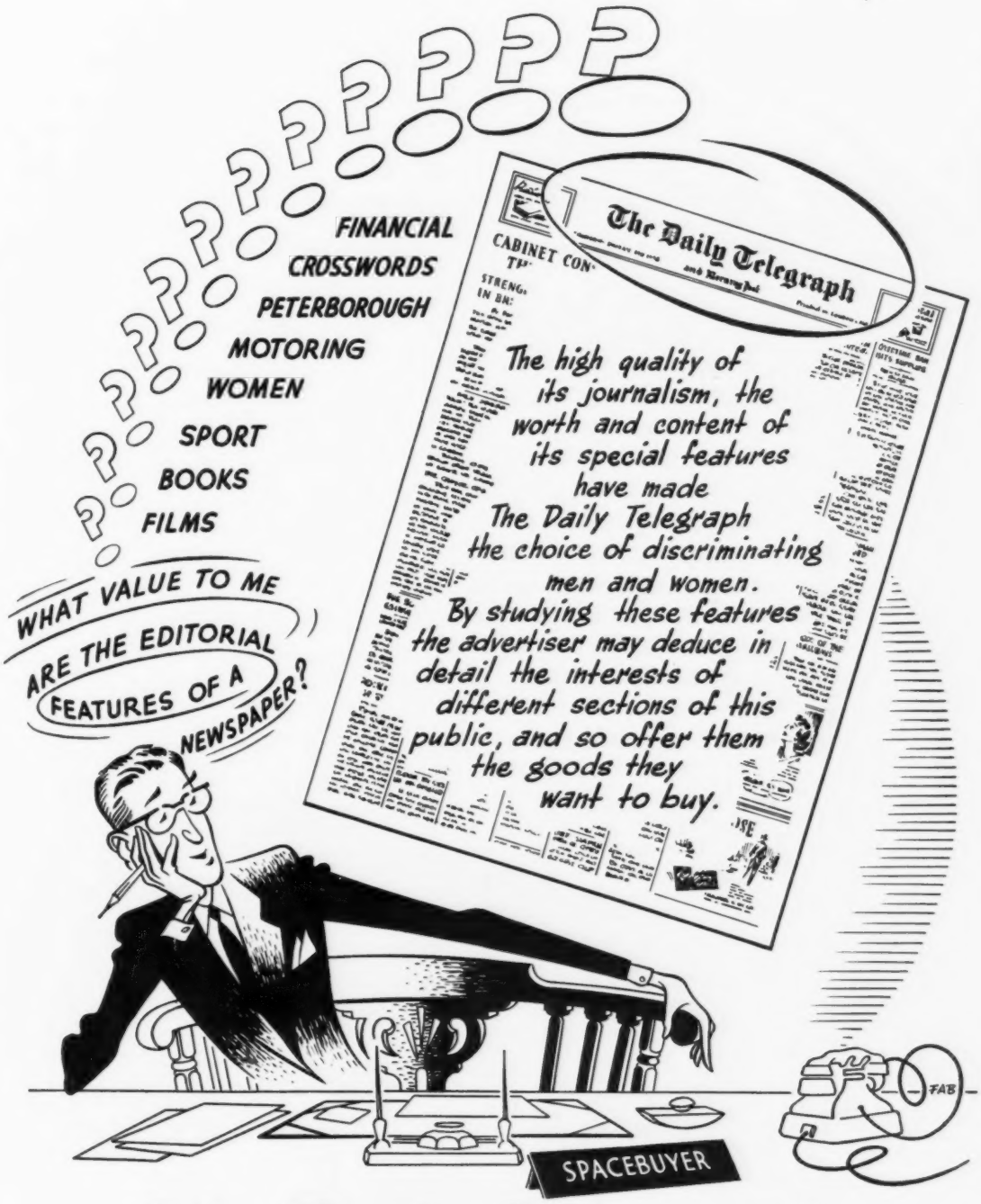
Figures are for November, 1954 (A.B.C.)

Beaverbrook
Group of Newspapers

DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
Daily Worker (m)	83,376*	£1.5s	.....	J. R. Campbell	Daily Worker Co-operative Society Ltd.	David Ainley (Secretary)	J. Herbert Myers
Daily Mirror (m) (6)	4,664,919*	£17.3.8d	£232 per col.	J. Nener	Daily Mirror Newspapers Ltd.	C. H. King	G. K. Lefevre A. I. Morison (Ad. Dir.)
Daily Sketch (m) (7)	841,812*	£8	£700	Herbert Gunn	Daily Sketch & Daily Graphic Ltd.	D. F. S. McClean	L. B. Scott C. W. V. Truefitt (Ad. Dir.)
Sunday Chronicle (S) (8)	863,462†	£8	.....	J. F. Goulden	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	A. W. Birch Michael Renshaw (Ad. Dir.)
Sunday Graphic (S) (8)	1,174,491†	£12.10s	.....	J. G. McKenzie	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	U. B. Walmsley Michael Renshaw (Ad. Dir.)
The Sunday Times (S) (8)	577,869†	£15	.....	H. V. Hodson	Kemsley Newspapers Ltd.	Viscount Kemsley (Ch. & Ed. in Chief)	Vernon Stratton Michael Renshaw (Ad. Dir.)
The Daily Telegraph (m) (9)	1,041,707†	£13	.....	C. R. Coote	The Daily Telegraph Ltd.	Viscount Camrose	A. J. Smith
News Chronicle (m) (10)	1,315,771†	£13	£2,288	R. J. Cruikshank	Daily News Ltd.		
The Star (e) (11)	1,102,546*	£11.10s	.....	A. L. Cranfield	The Star Newspaper Co. Ltd.	F. H. Waters	W. Memory (Ad. Dir.) Roy Clark (Ad. Dir.)
Morning Advertiser (m)	.....	£2	£120	D. W. Quick (Man. Ed.)	The Society of Licensed Victuallers Inc.		G. E. Steele
News of the World (S) (12)	8,134,826*	£27.10s	.....	R. N. Cudlipp	News of the World Ltd.	Bertram F. Jones	N. C. Edwardes (Dir.)
The Observer (S)	534,752*	£11	£1,936	The Hon. F. D. L. Astor	The Observer Ltd.	Tristan Jones (Man.)	N. J. Berridge
The People (S)	5,167,445	£25	.....	H. Ainsworth	Odhams Press Ltd.	H. D. Rochez	K. Richardson
Reynolds News (S)	627,780*	£5	£880	W. Richardson	Co-operative Press Ltd.	F. J. Hoskins (General Manager)	F. James
The Times (m) (13)	222,205	£7		Sir William Haley	The Times Publishing Co. Ltd.	F. Mathew (Gen. Man.)	G. R. Pope
Sunday Pictorial (S) (6)	5,446,255*	£25.9.8d	£1,655 1/2 page max.	Colin G. Valder	Sunday Pictorial Newspapers (1920) Ltd.	C. H. King (Chairman)	F. P. Debenham Alster I. Morison (Ad. Dir.)
The Financial Times (m) (14)	65,600*	£5	£880	Gordon Newton	The Financial Times Ltd.	Viscount Moore O.B.E.	Sidney Henschel (Dir.)
BARROW-IN-FURNESS, 68,000							
North Western Evening Mail (e)	28,452*	7s6d	£40	F. G. Wilson	The Barrow News & Mail Ltd.	H. S. Hemsley	P. Bexon
BATH, 80,000							
Bath & Wilts Chronicle & Herald (e)	34,100	10s	£60	R. B. Helling	Wessex Associated News	R. B. Helling	C. R. Cawood
BIRMINGHAM, 1,112,340							
Birmingham Gazette (m)	92,389*	25s	£200	M. Cheesewright	Birmingham Gazette & Despatch Ltd.	W. B. Morrell	K. W. Bailey
Evening Despatch (e)	165,468*	35s	£320	A. J. Josey	Birmingham Gazette & Despatch Ltd.	W. B. Morrell	K. W. Bailey
Sunday Mercury (S)	183,584*	30s	£150	F. P. Whitehead	Birmingham Gazette & Despatch Ltd.	W. B. Morrell	K. W. Bailey
The Birmingham Post (m)	40,024*	25s	£250	W. V. Reynolds	The Birmingham Post & Mail Ltd.	E. M. Clayson	H. Hatton
The Birmingham Mail (e)	298,164*	65s	On request	H. R. G. Whates	The Birmingham Post & Mail Ltd.	E. M. Clayson	H. Hatton
BLACKBURN, 111,217							
Northern Daily Telegraph (e)	108,398†	£1.5s	.....	P. C. Hoare	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	T. A. Farmery Michael Renshaw (Ad. Dir.)
BLACKPOOL, 147,131							
West Lancashire Evening Gazette (e)	54,198*	15s	£84	H. R. Grime	Blackpool Gazette & Herald Ltd.	F. H. Grime & H. R. Grime (Jt.)	J. A. Foulis
BOLTON, 167,000							
Bolton Evening News (e)	84,917*	21s	£200	F. Singleton	Tillotsons Newspapers Ltd.	F. L. Tillotson	W. Sheppard (Dir.)
BOURNEMOUTH, 140,000							
Bournemouth Daily Echo (e)	58,000†	12s	£70	Rodney C. Andrew	Southern Newspapers Ltd.	D. A. Gleave (Man.)	S. Carey
BRADFORD, 292,394							
Telegraph & Argus (e)	123,046*	27s6d	£230	O. B. Stokes	The Bradford & District Newspaper Co. Ltd.	R. P. T. Gibson & H. L. Howarth (Jt.)	W. Walker
The Yorkshire Observer (m)	29,897*	15s	£125	O. B. Stokes	The Bradford & District Newspaper Co. Ltd.	R. P. T. Gibson & H. L. Howarth (Jt.)	W. Walker
BRIGHTON, 158,240							
Sussex Daily News (m)	6,963*	9s	.....	V. Gorringe	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
Evening Argus (e)	71,170*	17s6d	£100	V. Gorringe	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
BRISTOL, 500,000							
Bristol Evening Post (e)	134,455*	27/6d	£132	F. R. E. McGuire	Bristol Evening Post Ltd.	W. A. Hawkins	H. H. Hodges
The Western Daily Press (m)	.....	15s	.....	S. C. Shapcott	Walter Reid & Son Ltd.	Harold Pass	E. Walker
Evening World (e)	65,000†	17s6d	£81.7.6d	D. J. Morgan	Western Newspapers Ltd.	A. G. Bonner (Gen. Man.)	J. B. Hunt
BURTON-ON-TRENT, 50,000							
Burton Daily Mail (e)	21,468*	7s6d	£60	A. A. Rothera	Burton Daily Mail Ltd.	C. F. Gothard	A. A. Rothera
CAMBRIDGE, 90,000							
Cambridge Daily News (e)	32,274†	7s	£50	H. H. Higgins	Cambridge Daily News (1929) Ltd.	A. C. Taylor	F. L. Ball
CHELTENHAM, 65,080							
Gloucestershire Echo (e)	over 30,000†	8s6d 1 insert 7s6d 6 or more	...£87.19.6d	C. Hollinshead	Cheltenham Newspaper Co. Ltd.	I. MacFarlane	L. A. Newton (Ad. Man.) R. H. Penney (Ad. Dir.)
COVENTRY, 258,000							
Coventry Evening Telegraph (e)	96,450*	27s6d	.....	J. A. Harrison	Coventry Newspapers Ltd.	A. L. Askew	G. Douglas Burgess
DARLINGTON, 84,861							
The Northern Echo (m)	106,962*	25s	£220	R. Gray	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
Northern Despatch (e)	30,621*	10s	£88	W. H. Hopper	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
DERBY, 139,400							
Derby Evening Telegraph (e)	over 80,000†	17s6d	£81.7.6d	C. Forrest	Derby Daily Telegraph Ltd.	P. J. Ball (Gen. Man.)	C. R. Armstead R. H. Penney (Dir.)
EXETER, 80,000							
Express & Echo (e)	40,166*	10s	£84	M. C. B. Hoare	The Western Times Co. Ltd.		W. C. G. Drew
GLOUCESTER, 67,890							
The Citizen (e)	38,000†	10s	£61.5s	G. J. J. Robertson	Gloucestershire Newspapers Ltd.	W. T. Shepherd (Gen. Man.)	H. W. Rich
GRIMSBY, 123,000							
Grimsby Evening Telegraph (e)	60,000†	12s6d	£123.15s	J. H. Giles	Hull & Grimsby Newspapers Ltd.	W. J. Walker (Gen. Man.)	T. K. Ulyat
HALIFAX, 97,800							
Halifax Daily Courier & Guardian (e)	43,644*	10s	£103	C. A. Ramsden	The Halifax Courier Ltd.	C. A. Ramsden & V. S. Crapsell (Jt.)	I. Garside
HARTLEPOOL, WEST, 90,000							
Northern Daily Mail (e)	31,753*	8s	£50	W. F. Dines	Portsmouth & Sunderland Newspapers Ltd.	S. Storey	H. G. Waller
HASTINGS, 65,000							
Hastings Evening Argus (e)	6,623*	6s	.....	C. J. Barnard	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
HUDDERSFIELD, 130,000							
Huddersfield Daily Examiner (e)	47,446*	on appl.	£100		Joseph Woodhead & Sons Ltd.		
HULL, 299,400							
The Daily Mail (e)	over 120,00†	25s	£247,10s	T. B. Mackim	Hull & Grimsby Newspapers Ltd.	J. T. Paterson (General Manager)	J. W. Hallowell
IPSWICH, 104,000							
Evening Star (e)	.....	10s	£50		East Anglian Daily Times Co. Ltd.	R. Wilson	W. H. Smith
East Anglian Daily Times (m)	.....	16s	£120		East Anglian Daily Times Co. Ltd.	R. Wilson	W. H. Smith
KETTERING, 78,909							
Northamptonshire Evening Telegraph (e)	50,000*	11s	£55.16.6	H. P. Parkin	Northamptonshire Newspapers Ltd.	R. P. Winfrey	A. G. Wood



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DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LEAMINGTON SPA, 40,000							
Leamington, Warwick, Kenilworth & District Morning News (m)	10,091	6s	£40	R. R. Churches	Leamington Morning News (Publishers) Ltd.	R. R. Churches	S. V. Churches
LEEDS, 550,000							
Yorkshire Evening News (e)	166,887*	37.6d	£330	R. W. Shawcross	Provincial Newspapers Ltd.	F. Heywood	James J. Mather
The Yorkshire Evening Post (e)	252,880*	50s	£500	A. Woodward	Yorkshire Conservative Newspaper Co. Ltd.	E. Osborn	S. Gray
The Yorkshire Post (m)	116,180*	40s	£400	Sir W. L. Andrews	Yorkshire Conservative Newspaper Co. Ltd.	E. Osborn	S. Gray
LEICESTER, 285,061							
Leicester Evening Mail (e)	42,000*	15s	£69,15s	Froom Tyler	Midland Newspapers Ltd.	E. H. Baker (Gen. Man.)	G. T. Taylor
Leicester Mercury (e)	140,000†	25s	£120	E. J. Fortune	F. Hewitt & Son (1927) Ltd.	C. T. Barton & A. W. Peake (Jt.)	G. W. Smith
LINCOLN, 69,500							
Lincolnshire Echo (e)	33,000†	8s6d	£84.3s	J. Watt Mackie	Lincolnshire Publishing Co. Ltd.	G. Smith (Man.)	H. Green R. H. Penney (Ad. Dir.)
LIVERPOOL, 791,500							
Liverpool Echo (e)	386,027*	£4	£768	W. Shand	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Liverpool Daily Post (m)	74,024*	25s	£240	I. Hosie	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Evening Express (e)	96,076*	25s	£100	M. J. Trench	C. Tinling & Co. Ltd.	J. R. Spencer (Gen. Man.)	E. W. Booth
MANCHESTER, 703,175							
Daily Dispatch (m) (8)	451,432†	£4.10s	.....	A. T. P. Murphy	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	C. P. Hannigan Michael Renshaw (Ad. Dir.)
Empire News (S) (8)	1,961,230†	£16.10s	.....	G. Grafton Green	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. Everett Michael Renshaw (Ad. Dir.)
Evening Chronicle (e) (8)	268,841†	£3.5s	.....	J. G. Goulden (Man. Ed.)	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	T. G. N. Pearce Michael Renshaw (Ad. Dir.)
Sporting Chronicle (m) (8)	92,924†	£2.10s	.....	W. A. Clarke	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	L. Dean Michael Renshaw (Ad. Dir.)
The Manchester Guardian (m) (15)	146,146*	£2.10s	£400	A. P. Wadsworth	The Manchester Guardian & Evening News Ltd.	L. P. Scott	N. E. Roscoe W. McMillan (Ad. Dir.)
Manchester Evening News (e) (15)	335,442*	65s	£650	T. E. Henry	Manchester Guardian & Evening News Ltd.	L. P. Scott	F. Hayes W. McMillan (Ad. Dir.)
MIDDLESBROUGH, 147,336							
Evening Gazette (e) (8)	111,725†	£1.5s	.....	A. L. James	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	A. Ellis Michael Renshaw (Ad. Dir.)
NEWCASTLE UPON TYNE, 291,723							
Evening Chronicle (e) (8)	270,925†	£3	.....	W. Moth	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	E. G. Ritzema Michael Renshaw (Ad. Dir.)
Newcastle Journal & North Mail (m) (8)	131,016†	£1.10s	.....	R. Clough	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	S. R. Jolley Michael Renshaw (Ad. Dir.)
The Sunday Sun (s) (8)	212,336†	£2	.....	J. Grey	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. T. Border Michael Renshaw (Ad. Dir.)
NORTH SHIELDS, 66,544							
Shields Evening News (e)	16,187*	6s	£30	A. Dickinson	Northern Press Ltd.	L. G. Gardner (Gen. Man.)	H. S. Bell
NORTHAMPTON, 105,000							
Chronicle & Echo (e)	48,957*	12.6d	£95	W. Cowper Barrons (Man. Ed.)	Northampton Mercury Co. Ltd.	J. H. Parham	J. T. Lloyd A. Robertson-Macdonald (Ad. Dir.)
NORWICH, 121,200							
Eastern Evening News (e)	59,694*	15s	£56.5	S. Bagshaw	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
Eastern Daily Press (m)	52,582*	15s	£118.2.6	T. D. Copeman	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
NOTTINGHAM, 300,000							
Nottingham Evening News (e)	.....	£1	£176	H. G. Swinburne	The Nottingham Evening News Ltd.	.....	H. H. Lowe
Nottingham Guardian Journal (m)	.....	20s	£160	.....	T. Bailey Forman Ltd.	.....	.....
Nottingham Evening Post (e)	.....	30s	£240	.....	T. Bailey Forman Ltd.	.....	.....
OLDHAM, 250,000							
Oldham Evening Chronicle (e)	41,881*	10s	£56	.....	Hirst, Kidd & Rennie Ltd.	.....	.....
OXFORD, 107,000							
Oxford Mail (e)	41,406*	10s	£100	W. Harford Thomas	Oxford Times Ltd.	M. H. Rowntree	G. Dowdell
PLYMOUTH, 210,000							
Western Independent (S)	36,660*	12.6d	£90	W. Taylor	Whitfield & Newman Ltd.	E. A. Whitley (Director Man.)	C. H. Chislett
Western Evening Herald (e)	67,373*	.....	.....	J. B. Paterson	The Western Morning News Co. Ltd.	.....	.....
Western Morning News (m)	62,948*	.....	.....	N. A. T. Vinson	The Western Morning News Co. Ltd.	.....	.....
PORTSMOUTH, 250,000							
The Evening News (e)	105,050*	25s	£140	E. W. Symons	Portsmouth & Sunderland Newspapers Ltd.	T. G. Moore (Gen. Man.)	W. S. Gates
PRESTON, 120,000							
Lancashire Evening Post (e)	122,038*	27.6d	£272,5s	W. C. Wilford	Provincial Newspapers Ltd.	J. M. Toulmin (Gen. Man.)	M. E. Sharpe
SCARBOROUGH, 46,000							
Scarborough Evening News (e)	13,970*		.....	J. M. Whittaker	Scarborough & Dist. Newspapers Ltd.	F. C. Whittaker	F. W. Burrows
SHEFFIELD, 512,834							
Sheffield Telegraph (m) (8)	103,226†	£1.10s	.....	F. K. Gardiner	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	N. St. J. Stembridge Michael Renshaw (Ad. Dir.)
The Star (e) (8)	194,540†	£2.5s	.....	E. Gooseman	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	N. St. J. Stembridge Michael Renshaw (Ad. Dir.)
SOUTH SHIELDS, 106,605							
Shields Gazette (e)	34,610*	9.6d	£40	F. Staniforth	Northern Press Ltd.	L. G. Gardner (Gen. Man.)	H. S. Bell
SOUTHAMPTON, 180,000							
Southern Daily Echo (e)	77,827†	13.6d	£75	R. R. Gleave	Southern Newspapers Ltd.	C. F. Carr (Gen. Man.)	R. E. Baker
STOKE ON TRENT, 275,095							
Evening Sentinel (e)	110,000†	22.6d	£222.15s	R. R. Woodbridge	Staffordshire Sentinel Papers Ltd.	A. R. Austen (Gen. Man.)	T. W. Roberts
SUNDERLAND, 181,515							
Sunderland Echo (e)	81,745*	18s	£105	C. Cowley	Portsmouth & Sunderland Newspapers Ltd.	.....	V. H. Dewey
SWINDON, 68,900							
Evening Advertiser (e)	29,341*	8s6d	£50	David Moore	Swindon Press Ltd.	S. Clayton (Gen. Man.)	E. J. Stroud
TORQUAY, 51,000							
Herald Express (e)	23,009*	6s	£50	.....	The Western Times Co. Ltd.	M. B. Scott	.....
WEYMOUTH, 37,000							
Dorset Daily Echo (e)	21,000†	5s	£35	W. H. Hill	Southern Newspapers Ltd.	P. H. Thompson (Mgr.)	P. H. Thompson
WOLVERHAMPTON, 162,670							
Express & Star (e)	192,037†	35s	£168	B. D. Whiteaker	Midland News Association Ltd.	Malcolm Graham	L. J. Stallard
WORCESTER, 62,000							
Evening News & Times (e)	31,400*	10s	£88	H. P. Robinson & F. B. Greatwich	Berrows Newspaper Ltd.	T. R. Jones	M. H. Davey
YORK, 105,336							
Yorkshire Evening Press (e)	55,257*	15s	£132	G. R. Hardacre	Westminster Press Provincial Newspapers Ltd.	R. P. T. G. Gibson H. L. Howarth (Jt. Man. Dirs.)	H. A. Micklethwaite E. Lumsden (Ad. Dir.)

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DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

ISLE OF MAN

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
DOUGLAS, 21,000							
Isle of Man Daily Times (m)	3,000	4s	.....	N. G. Brown	Brown & Sons Ltd.		N. G. Brown

SCOTLAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
ABERDEEN, 182,714							
Evening Express (e) (8)	79,410†	£1.	.....	K. J. Peters	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Michael Renshaw (Ad. Dir.) W. J. Peters
The Press & Journal (m) (8)	67,962†	£1	.....	G. Ley Smith	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Michael Renshaw (Ad. Dir.)
DUNDEE, 175,000							
Evening Telegraph (e)	.....	22.6d	£84.7.6d		D. C. Thomson & Co. Ltd.		
Courier & Advertiser (m)	.....	35s	£269.10s		D. C. Thomson & Co. Ltd.		
EDINBURGH, 466,761							
Edinburgh Evening News (e)	150,105*	40s	£396	W. D. Barnetson	Provincial Newspapers Ltd.	J. H. Parham (Gen. Man.)	W. A. Glen
Evening Dispatch (e)	67,870	30s	.....	J. Miller	The Scotsman Publications Ltd.	R. H. Thomson	G. Spencer
The Scotsman (m)	54,484	50s	.....	G. Murray Watson	The Scotsman Publications Ltd.	R. H. Thomson	G. Spencer
GLASGOW, 1,089,555							
The Bulletin (m)	162,198*	50s	£232.10s	J. M. Reid	George Outram & Co. Ltd.		A. G. Stephen
Evening Times (e)	249,847*	60s	£279	S. L. McKinlay	George Outram & Co. Ltd.		A. G. Stephen
The Glasgow Herald (m)	75,851*	50s	£480	Sir William Robieson	George Outram & Co. Ltd.		A. G. Stephen
Evening Citizen (e)	202,916*	£2.10s	£450	Walker Sinclair	Evening Citizen Ltd.	A. H. Bruce (Gen. Man.)	F. C. Dench
Sunday Post (S)	.....	£8	.....		D. C. Thomson & Co. Ltd.		
Daily Record (m) (8)	337,581†	£3	.....	A. M. Dunnett	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	W. H. Porter Michael Renshaw (Ad. Dir.)
Evening News (e) (8)	137,549†	£2	.....	J. W. Robertson (Man. Ed.)	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	H. F. Gillespie Michael Renshaw (Ad. Dir.)
Sunday Mail (S) (8)	645,078†	£5.15s	.....	J. J. McCall	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	A. Wilkie Michael Renshaw (Ad. Dir.)
GREENOCK, 77,600							
Greenock Telegraph (e)	24,545*	12s	£60	E. G. B. MacDougall	Orr, Pollock & Co. Ltd.	R. J. Erskine-Orr	Miss L. T. Murdoch
PAISLEY, 98,000							
Paisley Daily Express (e)	.....	7.6d	£70	Dan C. Lochhead	Wm. A. Lochhead Ltd.	Dan. C. Lochhead	Allan Carswell

IRELAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
BELFAST, 1,500,000							
Belfast Telegraph (e)	.....	40s	£450	R. M. Sayers (Chairman & Man. Dir.)	W. & G. Baird Ltd.	T. MacMullan & R. M. Sayers (Joint)	R. Neill
Irish News (m)	45,000	15s	£130	R. Kirkwood	Irish News Ltd.	D. McSparran	J. Neeson
Northern Whig & Belfast Post (m)	44,729	20s	£180	B. F. Proudfoot	Northern Whig Co. Ltd.	Col. J. G. Cunningham O.B.E.	J. Cunningham
DUBLIN, 634,000							
Evening Herald (e)	124,953†	20s	£200	T. L. Nivison	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Sunday Independent (S)	382,052†	35s	on application	H. G. C. Legge	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Irish Independent (m)	197,333†	35s	£400	F. J. Geary	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
The Irish Press (m)	170,286	35s	£340	J. McGuinness	Irish Press Ltd.	V. De Valera	C. J. Furlong
The Sunday Press (S)	383,348	45s	.....	M. Feehan	Irish Press Ltd.	V. De Valera	C. J. Furlong
Dublin Evening Mail (e)	84,847*	15s	£150	Joseph Anderson	Mail Publications Ltd.	J. C. Dann	W. R. Sugg
The Irish Times (m)	36,729†	25s	£240	W. A. Newman (Acting)	The Irish Times Ltd.	Sir Lauriston Arnott, Bart.	M. Miller
CORK, 112,000							
Cork Evening Echo (e)	32,816†		£90	P. J. Kelly	Thos. Crosbie & Co. Ltd.		E. Looney
Cork Examiner (m)	47,012†	17s.6d	£165	P. F. Dorgan	Thos. Crosbie & Co. Ltd.		W. O'Neill

CHANNEL ISLANDS

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
GUERNSEY, 45,000							
Guernsey Evening Press (e)	11,059*	7s.6d	£66	F. S. Roussel	Guernsey Press Co. Ltd.	G. le G. Peek	C. S. Gardner
JERSEY, 60,000							
Jersey Evening Post (e)	16,116*	8s	£100	A. G. Harrison	W. E. Guiton & Co. Ltd.	A. G. Harrison	S. W. Voisin

WALES

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
CARDIFF, 243,632							
South Wales Echo & Express (e) (8)	152,993†	£1.15s	.....	D. C. Stephen	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman) Sir Robert J. Webber (Man. Dir.)	Stanley Baldwin Michael Renshaw (Ad. Dir.)
Western Mail & S. Wales News (m)(8)	79,644†	£1.5s	.....	D. Prosser	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman) Sir Robert J. Webber (Man. Dir.)	R. H. Harrison Michael Renshaw (Ad. Dir.)
NEWPORT, 105,000							
South Wales Argus (e)	51,972†	15s	£120	K. Loveland	South Wales Argus Ltd.		A. K. Harrop
SWANSEA, 160,832							
South Wales Evening Post (e)	75,000†	17s. 6d	£173,5s	D. H. I. Powell	Swansea Press Ltd.	W. M. Leleu	J. L. Knowles R. H. Penney (Ad. Dir.)

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS

ALDWYCH CLUB: Secretary, B. C. Taylor, 18 Exeter Street, London W.C.2. Telephone: Temple Bar 5107 and 4885.

THE AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., 7 York Buildings, Adelphi, London, W.C.2. Telephone Trafalgar 3323-7. Objects: To further and develop Anglo-American trade in every way possible with special preference to the specific business interests of its members. Publications: "Anglo-American News" and "Anglo-American Year Book." President: Carl. W. Hayden (National City Bank of New York); First Vice-President: Arthur H. Elliot (Standard Vacuum Oil Co.); Second Vice-President: Walter E. Hill (Vauxhall Motors Ltd.); Hon. Treasurer: Hubert B. Chappell (The Hanover Bank); Hon. Secretary: Alexander C. Kerr (Lykes Lines Agency Inc.); Directors: Fayette Ward Allport (Motion Picture Assn. of America Inc.); Philip A. Barrus (E. P. Barrus (Concessionaires) Ltd.); James E. Currie (Stevenson Jordan & Harrison Ltd.); Putnam Eaton (Swift & Co. Ltd.); Samuel Eckman, Jr., C.B.E. (Metro-Goldwyn-Mayer Pictures Ltd.); L. Brooke Edwards; Brig-Gen. Wade H. Hayes, O.B.E. (Edmundsons Electric Co. Ltd.); Walter A. Hazlett (Goodyear Tyre & Rubber Co. (G.B.) Ltd.); Gilbert F. Kennedy (Breed, Abbott & Morgan); Benj. King (Chrysler Motors Ltd.); James O. Leet (Pan-American World Airways) Dr. Edward. L. Lloyd (A.C. Nielsen Co. Ltd.); L. M. Masius (Masius & Fergusson Ltd.); William Miller (Colgate-Palmolive Ltd.); Greer W. Orton (The Texas Co. (Iran) Ltd.); Rear Admiral Tully Shelley, C.B.E., U.S.N., (Retd.), (The Lummus Co. Ltd.); Philip A. Singleton (Monsanto Chemicals Ltd.); John. A. Williamson (The Carborundum Co. Ltd.); Tarleton Winchester (United States Lines).

ASSOCIATION OF BRITISH MANUFACTURERS OF PRINTERS MACHINERY: Chairman: John. O. Crabtree (R.Hoe & Co. Ltd.) Vice-Chairman: Ernest A. Timson, M.B.E., (Timsons Ltd.) Secretary: V.T.W. Stanton, A.C.I.S. Office: Clifford's Inn, Fleet Street, London, E.C.4.

AUDIT BUREAU OF CIRCULATIONS LTD. (By guarantee) 40/43, Chancery Lane, London, W.C. 2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing thereof to all subscribing members of the Bureau at definite and regular intervals. The Bureau has fixed standard forms and methods of ascertaining net sales figures-and in the case of Technical and Trade Journals, accredited free circulation also - of all publications that charge for advertising space. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council: H.L. Clarkson (S.H.Benson Ltd.) Consulting & Advisory Accountants: Price Waterhouse & Co.; Secretary: G.S.M. Brand, C.A. Membership subject to election by Council. Open to Advertisers, Advertising Agents and Publishers. Subscriptions: Advertisers, flat rate of £3.3s. Od. per annum; Advertising Agencies, flat rate £6.6s. Od. per annum; Publishers, Subscriptions graded according to net sales figures. Full details of membership obtainable from Secretary, address as above. Holborn 7538. Tel. Auditburo, West Central, London.

BIRMINGHAM PRESS CLUB: 9 Bull Street, Birmingham. Chairman: E.F. Taylor; Secretary: W.G. Wanklyn.

BRITISH DIRECT MAIL ADVERTISING ASSOCIATION: 53, Victoria Street, London, S.W.1. Abbey 5334. President: Sir Frederick Rowland; Chairman: Mr. Frederick T. Day; Treasurer: Mr. R.E. Williams; Secretary: Mr. Laurence Springett. Objects: To impress on Government Departments the value to the Nation of Direct Mail Advertising—and to obtain concessions particularly from the Post Office. (N.B. This Association was responsible for the adoption of the business reply card system). To promote public interest in direct mail advertising; to maintain good relations with the press; to ensure that reliable mailing lists and information about them are available to members (e.g. endeavouring to secure use of official lists); to maintain a reference library of direct mail advertising; to promote the interchange of ideas and exchange of direct mail advertising, and to supply criticism and advice; to investigate undesirable practices by users or producers of direct mail advertising, and to supply confidential information to members; to hold luncheon or other meetings to discuss subjects of interest to members.

BRITISH FEDERATION OF MASTER PRINTERS: 11 Bedford Row, London, W.C.1. An employers' members organization of over 4,000 representing the general printing industry of Great Britain and Eire. Affiliations to it include kindred organizations in this country and organization of master printers in the British Commonwealth. The principal objects of this body are to organize employers in the industry and take collective action on their behalf; to improve its status and give its members all help compatible with the interest of the industry; to co-operate with trade unions in the industry, and to negotiate agreements on wages and conditions of employment; to deal with matters of legislation and to keep its members and the public informed about the industry; to encourage its members to adopt uniform and scientific costing, and generally to perform the functions of a trade association. President: Geoffrey C. Griffith; Vice-President: Hamish A. MacLehose; Secretary: L.E. Kenyon, A.C.A; Assistant Secretary: C.W.D. Alister.

BRITISH POSTER ADVERTISING ASSOCIATION: 48, Russell Square, London W.C.1. Objects: The publication of directory and trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. President: H. Barrett (Wolverhampton); Vice-President: J.W. Mills (Coventry)

THE COMMONWEALTH PRESS UNION: 154 Fleet Street, London, E.C.4. An organization of proprietors of newspapers, periodicals and news agencies throughout the British Commonwealth, with autonomous sections in the major countries. General Secretary: Sir Henry Turner, C. B. E.; President and Chairman: Col. the Hon. J. J. Astor; Vice-Chairman: Maj.-Gen. Lord Burnham, C. B., D. S. O., M. C.; Hon. Treasurer: Lord Iliffe, G.B.E.

THE CRITICS CIRCLE, 1954-5. President: Geoffrey Sharp (Music Review); Vice-President: Harold Hobson (Sunday Times); Hon. Secretary: Matthew Norgate (B.B.C.); Hon. Treasurer: A.E. Wilson (The Star); Office: 7, Lloyd Square, London, W.C.1.

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS—Continued

FEDERATION OF MASTER PROCESS ENGRAVERS; Bank Chamber, 329, High Holborn, London, W.C.1. Secretary: Norman Harrison; President: A.N. Hunter, M.B.E. (Sun Engraving Co. Ltd.); Objects: to protect and watch the Photoengraving Industry's interests. To promote fair trading, settle disputed points of custom, to take concerted action to protect members interests, to formulate and maintain a standard minimum scale of charges for the products of members. To procure and supply information to members relating to the photoengraving industry. To regulate relations between employers and employes and be a body for intercommunication in trade disputes. To co-operate with other associations having similar objects.

GUILD OF BRITISH NEWSPAPER EDITORS: Whitefriars House, Carmelite Street, London, E.C.4. President: D.R. Prosser (Western Mail, Cardiff); Secretary-Treasurer: H.R. Davies; Objects: To protect the rights and freedom of the press; to raise and safeguard the professional status of editors; to provide facilities for information and discussion on practical problems of editorship; to promote the mutual and common interests of members; and to improve the education and training of junior journalists.

HULL PUBLICITY CLUB: Mail Buildings, Jameson Street, Hull. President: Major J.A. Iveson, O.B.E., M.C; Chairman: Lionel F. Larkin; Vice-Presidents: G. French, T.W. Hazell, J.W. Hallowell, Ellis F. Hopper, Lionel F. Larkin; F. Holmes, Councillor T. Wilcock; Secretary: Claude F. Brown, F.I.C.M.

INCORPORATED SALES MANAGERS' ASSOCIATION: 4 Holborn Place, London, W.C.1. Objects: The general discussion and exchange of ideas making the principles of sales management more widely known and more effectively practised. The Association was founded in 1911 and since 1928 has been an examining body in sales management. Director & Secretary: D.R. Griffiths; President: The Lord Luke; Chairman: Cyril Derry; Vice-Chairmen: W.N. Ormrod; G. La Niece, E.C. Lee; Hon. Treasurer: E.C. Lee. Branches of the Association at London, Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield, Leicester, Hull, Cardiff, Nottingham, Edinburgh, Preston. First Counties, Royal Counties, Coventry, Tees-side, S.W. Durham, Ireland and North Staffordshire.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: 69, New Oxford Street, London W.1. Founded in April 1910 to support and protect the status and interests of the profession of Advertisement consultants. Secretary: William T. Moss; President: G. Gordon Hargrave; Vice-Presidents: E. Marshall Hardy, W. Buchanan Taylor, William T. Moss, Bertram E. Kent. Council: G. Warden, B. L. Hooper, C. J. Rose, Chas. M. Symes, Lewis Hart.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD.: Empire House, 117-119 Regent Street, London, W.1. Aims: To enable advertisers, through the Society, to speak with one voice and act with one purpose: to promote sound, ethical and economic principles of advertising and to formulate codes and standards of advertising practice wherever they are required: to oppose vigorously any unfair legislation or unreasonable restriction directed at advertising. President: P. G. E. Warburton, M. C., (Richard Hudnut Ltd. and Associated Companies); Chairman of Executive: Wm. C. Thiele (Yardley & Co. Ltd.); Hon. Treasurer: C.B. Wrey (Imperial Tobacco Co. of Great Britain & Ireland Ltd.); Director: Alan Whitworth, O.B.E.; General Secretary: L.H.S. Chevallier.

INSTITUTE OF PRACTITIONERS IN ADVERTISING: 44, Belgrave Square, London, S.W.1. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure co-operation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership all the leading advertising agencies practising in Great Britain and Ireland. It has five classes of membership: Incorporated Practitioners in Advertising; Registered Practitioners in Advertising; Fellows; Members and Associate Members. President: Lt. Col. Alan M. Wilkinson, D.S.O., M.A., F.I.P.A. (The London Press Exchange Ltd.); Vice-Presidents: Hubert A. Oughton, F.I.P.A. (W.S. Crawford Ltd.); Hugh T. Appleton, F.I.P.A. (John Haddon & Co. Ltd.); C. Harold Vernon, F.I.P.A. (C. Vernon & Sons Ltd.); Norman Moore, M.A., F.I.P.A. (S.H. Benson Ltd.); Hon. Treasurer: R.C. Sykes, F.I.P.A. (The London Press Exchange Ltd.); Hon. Secretary: Ronald B. Browne, T.D., M.A., F.I.P.A. (T.B. Browne Ltd.); Director: Drummond L. Armstrong; Secretary: J.P. O'Connor, A.C.I.S.

THE INSTITUTE OF JOURNALISTS: 2-4, Tudor Street, London, E.C.4. A Professional Organisation, incorporated by Royal Charter 1890, for "the promotion by all reasonable means of the interests of journalists and journalism". American journalists are elibible for election as Foreign Members. Subscription 84s per annum. Foreign Members: 21s per annum. General Secretary: Stewart Nicholson; F.J.I. President: Brian R. Roberts; F.J.I. Vice-Presidents: Douglas C. Stephen; A.J. Cummings, F.J.I. Hon. Chaplain: Rev. C.M. Armitage, M.V.O., M.A. (Vicar of St. Bride's, Fleet Street).

LONDON MASTER PRINTERS ASSOCIATION: Secretary: E.G. Baker, 11 Bedford Row, London, W.C.1: President: Alan W. Russell, (F.W. White & Co.). Vice-Presidents: H. Knill Jones, M.B.E., (Howard Jones, Roberts & Leete, Ltd.): R.G. Connell, M.A., (The Metal Box Co. Ltd.—Paper Products Group): Hon. Treasurer: J. Graham Williams (Williams, Lea & Co. Ltd.)

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies' Act as a Trade Protection Association in 1891. President: Mr. R. Walker (Borough Billposting Co.)

MANCHESTER PUBLICITY ASSOCIATION: President: Mr. Laurence P. Scott, Chairman, Manchester Guardian & Evening News Ltd.; Chairman: Mr. E. A. Paessler, Entwistle & County Photo Engravers Ltd., Manchester; Hon. Treasurer: Mr. John Newton, John Newton (Publicity) Ltd., Manchester; Hon. Secretary: Mr. O. Dearden, Kemsley Newspapers Ltd. Manchester; Vice-Presidents: Mr. Eric Schofield; Alderman J. Bleakley; Mr. N. N. Jones; Mr. John Newton; Mr. E. A. Paessler; Mr. F. John Row; Mr. S. F. Wicks; Mr. Derek J. Roe; Council: Mr. A. R. Fasham; Mr. David W. Wicks; Mr. D. Buckland-Smith; Mr. W. McMillan; Mr. W. E. Hill; Mr. T.G.N. Pearce; Mr. R. Highland Longdon; Mr. Frank Hayes; Mr. David W. Kitching; Mr. R.A. Howat.

THE NATIONAL UNION OF JOURNALISTS: 22, Great Windmill Street, London, W.1. Telephone: Gerrard 7267-8. Registered as a trade union, the N.U.J. now has a membership of over 12,000 working journalists. Persons able to exercise the powers of an employer in the appointment or discharge of journalists are not eligible for membership. General Secretary: H.J. Bradley; President: Allan Lofts; Hon. General Treasurer: E.J.T. Didymus, London. Editor of "The Journalist" (the official organ) G.A. Hutt, London.

NEWSPAPER PRESS FUND: Bouverie House, Fleet Street, London E.C.4. Objects: To assist by grant or pension members of all branches of th. Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer: F. G. Lavers; Secretary: Miss E. Meiklereid; Auditor: Deloitte, Plender, Griffiths & Co.

THE NEWSPAPER PROPRIETORS' ASSOCIATION LTD.: 85 Fleet Street, London, E.C.4. Membership is open to the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman: The Viscount Rothermere (Associated Newspapers); Vice-Chairman: Lord Burnham (Daily Telegraph and Morning Post); Secretary: Bernard Alton, M.V.O., F.C.I.S.; Labor Adviser: L.J. Cumner.

THE NEWSPAPER SOCIETY: Whitefriars House. Carmelite Street, London, E.C.4. Director and General Secretary: H. R. Davies. Founded in 1836, the Newspaper Society represents the owners of daily and weekly newspapers published in the Provinces of Great Britain and Suburbs of London. From 1917 it has undertaken the representation of its members in labor matters and been a party to negotiations on wages, hours, and general conditions of labor, affecting all grades of workers in the industry. The objects of the Society are, briefly, to further the interests of newspaper production by every practicable means, and to secure co-operation in dealing with problems affecting the industry in the broadest sense. To further these objects local associations have been formed with the fullest measure of autonomy in all local affairs, but receiving the support of and acting with the Society where matters of interest to the industry as a whole are brought into question. The arrangement of joint action where newspapers are threatened with legal proceedings, advice on the status of advertising agents, the collection of debts owing to members, a continuous watch over the activities of the many Government Departments whose regulations affect the Press and upon legislative proposals whose effect on newspapers is always under scrutiny in addition to the conduct of labor negotiations affecting the interests of its members, are but a few of the many services which the Society places at the disposal of its membership. In 1928, under the Society's auspices, a pension fund for newspaper employees was launched under the title of the Newspaper and Printing Industries Pension Fund Ltd., although it is an independent body and registered as an Industrial and Provident Society the Director of the Newspaper Society is Secretary of the Fund, and most of the member-firms are, of course, members of the Newspaper Society. In 1932, at the request of Provincial newspaper proprietors who desired to have a central organisation to assist them when troubled with libel actions, the Newspaper Mutual Insurance Society Ltd., was registered and the first policy was issued in July of that year. A confidential Monthly Circular is issued to members, whilst on matters of urgency circular letters are frequently issued to members affected.

PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, London, S.W.1. consists of representatives of newspapers and news agencies in Great Britain, Ireland and the Dominions who have regular access to the Press Galleries of the Houses of Parliament. Its affairs are administered by a committee, elected by its members and recognised officially by the authorities of both Houses. The Gallery premises in the Palace of Westminster include writing rooms, library, lounge and dining and refreshment rooms for the exclusive use of members. These amenities are made available to foreign journalists, who are admited to a separate gallery in the House of Commons. The Press Gallery possesses a valuable collection of pictures of historical interest. Chairman: Jack Juster (Press Association) Vice-Chairman: Jack Hawke (Daily Telegraph) Hon. Secretary: C.M. Arthur (Press Association) Hon. Treasurer: Roland Fox (B.B.C.) Hon. Joint Librarians: Geoffrey Morley (The Times) and Ronald Camp (Daily Mail).

THE PERIODICAL PROPRIETORS ASSOCIATION LTD: Imperial House, Kingsway, London W.C.2. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable in matters affecting their general interests. It has abundantly justified its existence. President: Claude E. Wallis, M.B.E. (Associated Iliffe Press Ltd.). Director: E. O. Norton; Secretary: H. MacDougall, F.C.I.S.

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION: Hon. Secretary: Ernest J. Hayes (Northern Whig) 143, Fleet Street, London, E.C.4. President: W.A. Goodale (East Anglian Daily Times) 107, Fleet Street, E.C.4. Hon. Treasurer: Arthur Clay (Kent Messenger) 80, Fleet Street, London, E.C.4.

THE PRESS CLUB: St. Bride's House, Salisbury Square, London, E.C.4. Established 1882. Secretary: A. Lazenby; President Col. J.J. Astor; Chairman: Trevor Evans.

PRINTING & KINDRED TRADES FEDERATION: 60, Doughty Street, London, W.C.1. General Secretary: J. Fletcher, C.B.E; Assistant General Secretary: S.S. Eastwood; Assistant Secretary: E. McShee; President: R.T. Williams. A federation of 'properly constituted Trade Unions connected with the Printing and allied trade, including the newspaper publishing side'. Objects include the prevention, as far as possible, of the occurrence of strikes, and in the event of disputes arising to encourage the settlement of such disputes by amicable means, and to conduct research and inquiry work in the interest of those engaged in the printing industry.

THE PRINTING, PACKAGING AND ALLIED TRADES RESEARCH ASSOCIATION: Patra House, Randalls Road, Leatherhead, Surrey. President: Sir Guy Harrison (Harrison & Sons Ltd.): Vice-Presidents: Col. The Hon. John J. Astor, LL.D. (The Times Publishing Co. Ltd.); Dr. C. H. Clarke, O. B. E.; Sir Robert Leighton (Leighton-Straker Bookbinding Co. Ltd.); Sir Norman Scorgie, C.V.O., C.B.E; Chairman: Eric J. Harrison (Harrison & Sons Ltd.); Vice-Chairmen: E.C. Fieldsend (Imperial Tobacco Co., (of Great Britian & Ireland) Ltd.); Sir James Waterlow, Bart, M.B.E. (Amalgamated Press Ltd.) Hon. Treasurer: R.G. Connell, M.A. (Metal Box Co. Ltd.) Director of Research: Dr. G.L. Ridell, F.R.I.C.

PUBLICITY CLUB OF CARDIFF. President: Ifor Jones, D.L; Hon. Secretary: K. Rowland Harris, Times Office, Penarth, Nr. Cardiff. Telephone 30104. Luncheon meetings monthly. Membership mixed. Annual Subscription £1.1s.

THE PUBLICITY CLUB OF LEEDS: Great Northern Hotel, Leeds, 1. (Meetings only). Club Headquarters: The Yorkshire Post, Leeds, 1. President: C. Roderick Gallant; Vice-Presidents: Robert Barr; W.P. Bowman; Charles H. Crabtree; Robert W. Crabtree. J.P; Wilfred Gilchrist; Frank Heywood; Sir Henry Price Bart; E.V. Roberts; C.A. Robinson; Basil Sheldon; Norman V. Watson; Chairman: Wallace Diggle; Vice-Chairman: W.C. Strachan; Executive Committee: Miss R. Barnes; R. Dunderdale; Frank Dutson; C.H. Dyson; E.V. Gilliat; R.J. Hall; R.S. Lindgren; Miss I. McEwan; S.G. Minson; Mrs. M. Noble; J.W. Stafford; W.C. Strachan; H.J. Sutcliffe; W.A. Whittall; Hon. Treasurer: Frank Dutson; Hon. Secretary: S.J. Minson, D.A.A.

PUBLICITY CLUB OF LONDON: Chairman: Sylvia Weinberg, M.I.P.A; Hon. Secretary: Grahame S. Blundell, Gloucester House, 19, Charing Cross Road, London, W.C.2. Telephone: Whitehall 5969.

SOCIETY OF EDITORS: Founder, W. E. Simnett, M. B. E., 9 Kew Gardens Road, Kew, Surrey, England. Meets at Stationers Hall. Objects of the society: To form a professional body of editors, of newspapers and other periodical publications of all kinds, for the interchange of views and experience and for mutual consulation and advantage: to safeguard editorial standards and the freedom of the press; to formulate principles of professional conduct and defend editorial interests. "Editor" is defined as a person of either sex actually and principally engaged in editorial charge of a newspaper, journal or other periodical publication.

SOCIETY OF WOMEN WRITERS AND JOURNALISTS: Hon. Secretary: Miss Margaret Curry, Stationers Hall, London E.C.4. President: Miss Clemence Dane, C.B.E. Chairman: Miss Elise Sprott, M.B.E. Vice-Chairmen: Miss Brenda Spender, Mrs. Walker-Leigh; Hon. Treasurer: Mrs. Myrtle Foster; Organ of the Society: 'The Woman Journalist', free to members only.

WOMEN'S ADVERTISING CLUB OF LONDON: Hon. Secretary: Miss Olive M. Hirst (Sells Ltd., Brettenham House, Lancaster Place, W.C.2.) President: Miss S. Mawdesley (Conde Nast Publication Ltd., 37, Golden Square, W.1.) Qualifications for membership: Women must have held an executive position in advertising for three years. Membership, by invitation only, is limited to 50.

THE WORSHIPFUL COMPANY OF STATIONERS and NEWSPAPER MAKERS: Stationers Hall, London E.C.4. Clerk: R. T. Rivington.

ADVERTISING AGENCIES OF GREAT BRITAIN

This list of British Advertising Agencies is composed of firms who are members of (a) The Institute of Incorporated Practitioners in Advertising, and/or (b) of the British Advertising Association. In the lists of Incorporated and Registered practitioners in Advertising those agencies marked • are also members of the Advertising Association and are therefore not included in the list of members of the Advertising Association.

All addresses are for city of London unless otherwise noted.

INCORPORATED PRACTITIONERS

•FREDERICK ALLDRIDGE LTD.
1, Whitefriars Street, E. C. 4
•ALLERDYCE PALMER LTD.
109 Kingsway, W.C.2.
•R. ANDERSON ADVERTISING CO. LTD.
14, King William IV Street, Strand W.C.2
•ARKS PUBLICITY LTD.
34, John Street, W.C.1
ARMSTRONG-WARDEN LTD.
69, New Oxford Street, W.C.1.
•ASHBURNERS LTD.
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534 Sauchiehall St., Glasgow 2.
J. J. MULROY (ADVERTISING) LTD.
Equitable Bank Chambers, Central St., Halifax, Yorks.
NATIONAL ADVERTISING CORPORATION LTD.
52 Portland Place, W.1.
NORTHERN PUBLICITY SERVICE
8a-12a, Queens Arcade, Leeds 1
HOWARD PANTON LTD.
162a Strand W.C.2.
E. H. PARRY & CO. ADVERTISING AGENCY LTD.
106 Old Broad St., E.C.2.
PARTINGTON ADVERTISING CO. LTD.
Victoria Embankment, W.C.2.
V. PETHICK LTD.
30 Bouverie St., E.C.4.

(Continued on page 339)

OPTIMISTIC OUTLOOK IN AUSTRALIA

Anno Domini 1955 opens with Australia, her people, and her industries enjoying an almost unparalleled era of prosperity.

Inflationary trends which followed the end of World War II have been halted, a measure of full employment is being enjoyed by the community and prospects for the New Year seem unobscured by any sort of cloud.

Last year, 1954, may well be described as a "bumper", using a term which is often applied to the wheat harvest "down under". The twelve month's period closed with literally no unemployment of any sort being registered: indeed the Commonwealth Statistician's figures at the end of the year showed that there were many many thousands of jobs registered with the Labor Department which could not be filled through sheer lack of manpower.

During 1954 a momentous Federal Election was held. The fight was a bitter one, but the Menzies-Fadden Liberal Government, which has held the reins of office for the past four and a half years, was returned to power for another 3-year period. It is this regime which has been responsible for the carrying out of an anti-inflation economic policy which, although it has caused bitterness in many quarters on many occasions, has been responsible for halting spiralling costs.

Last year constituted an all-time high as far as the advertising industry was concerned. It has been estimated by the President of Australian Association of Advertising Agencies, R. D. Chandler, that advertising allocations for all media advanced approximately three quarters of a million pounds during 1954 and that the overall expenditure on advertising throughout the Commonwealth totalled about £35,000,000, a figure never before equalled. This amount was spent on all media—newspapers, magazines, commercial radio, newspapers and posters.

The general opinion is that 1955 will see an even greater amount spent on advertising in Australia. Business is buoyant, although there are one or two industries which, in a strictly competitive situation, might find the going a little tough.

Chief of these is the electrical industry, the leaders of which may find it necessary to considerably increase their advertising allocations for 1955 in order to create markets strong enough to dispose of their output.

The one "fly in the ointment" is uncertainty which is being felt regarding what credit will be available during the year. Towards the close of 1954, banking institutions, at the direction of the Australian Central Bank, were inclined to restrict credit. In some cases this meant a reduction in staffs by manufacturers with a consequent reduction in production.

Credit restriction so far has come about by internal bank administrative action and the Government has given no public indication regarding its views or its policy.

Television, which has been on the horizon in Australia for the past few years may become a reality during 1955 or early 1956. The Government has decided to permit the establishment of National Television Stations in two capital cities for a start, and during the early part of the year will also agree to the licensing of two commercial stations in Sydney and two in Melbourne.

Groups composed of newspaper, entertainment, radio and electrical interests have been formed to apply for these licenses.

The advertising world awaits the introduction of TV with interest and many large agencies which have had senior executives studying the movement in other parts of the world are ready to step out boldly once the green light shows.

Taken all round 1955 gives every indication of being a prosperous year in Australia.

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATIONS, RATES

NEW SOUTH WALES

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Advertising Rates Page		Editor	Proprietor	Managing Director	Advertising Manager
ALBURY, 17,000								
Border Morning Mail (m)	13,509	10/-				The Border Morning Mail Pty. Ltd.	M. C. Mott	
BATHURST, 18,000								
National Advocate (m)	3,152	8/-		£20	H. R. West	The Bathurst National Advocate Newspaper Printing & Publishing Co. Ltd.	A. R. Read	T. P. Croft
Western Times (e)	2,000	8/-		£17.10.0	W. L. Dow	Bathurst Times Ltd.	R. K. Dow (Bus. Mgr.)	
BROKEN HILL, 34,000								
Barrier Daily Truth (m)	6,520	10/-				Workers Industrial Union	J. G. Hoban (Bus. Mgr.)	
Barrier Miner (e)	6,723	10/-			A. C. R. Hay	News Ltd.		R. Turner
CANBERRA, A.C.T., 23,500								
The Canberra Times (m)	5,360	8/-		£40	L. Young	The Federal Capital Press of Australia Ltd.	A. T. Shakespeare	
CASINO, 7,000								
Richmond River Express (e)	1,964	8/-			R. Tomlinson (Managing Ed.)	Casino Newspaper Pty. Ltd.		
GOULBURN, 20,000								
Evening Post (e)	5,809	7/-				Daniel Bros. & Pty. Ltd.		
GRAFTON, 14,000								
The Daily Examiner (m)	6,500	10/-			W. Bailey-Tart	The Daily Examiner Pty. Ltd.		
LISMORE, 16,000								
The Northern Star (m)	14,202	10/-			D. C. Murray	Northern Star Ltd.	L. T. Warrick (Gen. Mgr.)	
LITHGOW, 15,000								
Mercury (e)	4,946	8/-				Lithgow Mercury Pty. Ltd.	E. J. Taylor	
MAITLAND, 21,000								
The Maitland Mercury (e)	6,674	10/-			R. H. Woodlands (Managing Editor)	The Maitland Newspaper & Printing Co. Pty. Ltd.		
MURWILLUMBAH, 8,500								
Tweed & South Coast Daily (m)	5,035	9/-			R. M. Curnow (Managing Editor)	The Tweed Newspaper Co. Pty. Ltd.		
NEWCASTLE, 150,000								
Newcastle Herald (m)	48,500	14/3			E. K. Lingard	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
Newcastle Sun (e)	30,500	13/-			B. C. McGregor	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
ORANGE, 18,000								
The Central Western Daily (m)	4,534	7/-				Western Daily Pty. Ltd.	D. McGregor (Mgr.)	
SYDNEY, 1,750,000								
The Sydney Morning Herald (m)	307,000	58/9			J. M. D. Pringle	John Fairfax & Sons Pty. Ltd.	R. A. Henderson	K. J. Unsted
Daily Telegraph (m)	318,000	54/-			J. K. Watson D. R. McNicoll (Ed-in-chief)	Consolidated Press Ltd.	F. Packer	P. A. Messenger W. J. Dowsett (Ad. Director)
Daily Mirror (e)	302,272	50/9			N. Kessell M. Gallard (Ed. Dir.) L. G. Richards (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)
The Sun (e)	287,210	46/-			L. Clinch (Executive Editor)	Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Sun-Herald (S)	583,932	94/3				John Fairfax & Sons Pty. Ltd. & Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Truth (S)	482,686	83/6			J. Blunden (Act. Ed.) M. Gallard (Ed. Dir.) L. G. Richards (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Act. Gen. Ad. Mgr.)
Sunday Telegraph (S)	520,000	88/-			L. J. Miller D. McNicoll (Ed-in-Chief)	Consolidated Press Ltd.	F. Packer	R. A. Swift W. J. Dowsett (Ad. Dir.)
TAMWORTH, 15,800								
Northern Daily Leader (m)	12,700	10/-			A. Thorle	The Tamworth Newspaper Co. Pty. Ltd.	H. Joseph	
WAGGA WAGGA, 16,000								
Daily Advertiser (m)	11,000	10/-			L. Ward (Man. Ed.)	A. & F. Sullivan		
WOLLONGONG, 20,000								
Illawarra Daily Mercury (m)	4,866	9/-			R. B. Dunlop	Illawarra Newspapers Pty. Ltd.	W. S. Musgrave	

QUEENSLAND

BRISBANE, 480,000								
The Courier Mail (m)	217,559	46/6			T. C. Bay (Ed-in-Chief)	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Brisbane Telegraph (e)	155,000	43/6			A. R. Vickers	Telegraph Newspaper Co.	W. R. McDonald (Gen. Mgr.)	K. C. Hardy
The Sunday Mail (s)	269,234	53/-			E. R. Jackson	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Truth (s)	176,200	46/6				Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)

ADVERTISING AGENCIES OF GREAT BRITAIN—Continued

PICTORIAL PUBLICITY CO. LTD.
28 Denmark St., W.C.2.

POYTRESS & CO.
James Street, Stornoway

R. & W. ADVERTISING
18 Hanover St., Edinburgh.

REX PUBLICITY SERVICE LTD.
87 West Regent St., Glasgow C.2.

REYNELL & SON LTD.
44 Chancery Lane W.C.2.

ROBERTSON & SCOTT (ADVERTISING) LTD
73 Hanover St., Edinburgh.

ROLES-PARKER LTD.
Rapier House Turnmill St., London, E.C.2.

J. W. RUDDOCK & SONS LTD. ADVERTISING
Lincoln.

T. G. SCOTT & SON LTD.
Talbot House, 9, Arundel St., W.C.2.

S. F. & PARTNERS LTD.
4a Bloomsbury Square, W.C.1.

SIMPSON & GEMMELL LTD.
108 Renfield St., Glasgow C.2.

L. B. SINGLETON LTD.
16 Berkeley St., London, W.2.

SMEDLEY ADVERTISING SERVICE LTD.
47 Hertford St., W.1.

PAGAN SMITH ADVERTISING LTD.
166 Duke St., Liverpool 1.

W. H. SMITH & SON LTD. ADVERTISING AGENCY
Strand House, W.C.2.

THE SPIERS SERVICE LTD.
21 Soho Square W.1.

HENRY SQUIRE & CO.
'Canada House', 4-5 Norfolk St., Strand W.C.2.

STANLEY PUBLICITY LTD.
Norwich Union Buildings, High St., Sheffield 1.

STEPHENS ADVERTISING SERVICE LTD.
11 New Court, Lincolns Inn W.C.2.

STOREY EVANS & CO. LTD.
Rawdon, Leeds.

STOWE & BOWDEN LTD.
3 Parsonage, Manchester 3.

TECHNICAL DESIGNS LTD.
22a Queen Anne's Gate, S.W.1.

TECHNICAL PUBLICITY
22a Queen Anne's Gate, S.W.1.

THAMES ADVERTISING SERVICE LTD.
Chronicle House 72-78 Fleet St., E.C.4.

WILFRID TISBURY & CO. LTD.
12 Princes St., Hanover Sq. W.1.

H. D. TODD (ADVERTISING) LTD.
125 Buchanan St., Glasgow C.1.

TOPICAL ADVERTISING SERVICE
128 Hope Street, Glasgow C.2.

THE J. P. TOUHEY ADVERTISING AGENCY
Elswick Chambers, 34 Dean St., Newcastle-upon-Tyne 2.

RICHMOND TOWERS LTD.
1, Bloomsbury St., W.C.1.

LAWSON TROUT PUBLICITY LTD.
Temple Cts., 55, Temple Row, Birmingham, 2.

UNITED KINGDOM ADVERTISING CO. LTD.
25 Shaftesbury Avenue, W.1.

WELLS ADVERTISING
Publicity House, Limestone Road, Belfast.

WEST AFRICAN NEWSPAPERS LTD.
7, Breams Buildings Fetter Lane, E.C.4.

WHITEHALL ADVERTISING AGENCY
Whitehall Road, Leeds 12.

WILLIAM'S ADVERTISING OFFICES
29 Kirkgate, Bradford.

JOHN WILLIS ADVERTISING LTD.
40 King St., West, Manchester 3.

B. C. YOUNG ESQ.
6 Melville St., Edinburgh 3.

YOUNGER PUBLICITY SERVICE LTD.
28 Albemarle St., London, W.1.

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL CIRCULATIONS, RATES—Continued

QUEENSLAND—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BUNDABERG, 19,100							
News-Mail (m)	7,414	8/6		M. Nash	Bundaberg Newspaper Co. Pty. Ltd	Mrs. M. H. Barton	
CAIRNS, 18,000							
The Cairns Post (m)	12,350	10/-		R. T. J. Sutton	The Cairns Post Pty. Ltd.	P. G. Close	D. Franzmann
INNISFAIL, 13,000							
The Evening Advocate (e)	1,584	8/-		G. Groom	Evening Advocate Pty. Ltd.	G. Groom	V. G. Brancroft
IPSWICH, 33,000							
The Queensland Times (m)	11,678	10/-		C. Cook	The Queensland Times Pty. Ltd.	B. Mills (Gen. Mgr.)	
MACKAY, 15,100							
Daily Mercury (m)	8,060	8/6			Mackay Printing & Publishing Co. Pty. Ltd.	H. J. Manning	
MARYBOROUGH, 17,000							
Chronicle (m)	6,853	8/6			Maryborough Newspaper Co. Pty. Ltd.	G. English (Gen. Mgr.)	
ROCKHAMPTON, 38,500							
Morning Bulletin (m)	14,794	8/-			Rockhampton Newspaper Co. Pty. Ltd.	L. T. Cram (Gen. Mgr.)	
TOOWOOMBA, 40,000							
Chronicle (m)	16,541	8/6			Toowoomba Newspaper Co. Pty. Ltd.	W. Bruce (Gen. Mgr.)	
TOWNSVILLE, 36,000							
The Daily Bulletin (m)	15,616	10/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	P. Crow
The North Queensland Register (Sat.)	14,000	8/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	I. Green
WARWICK, 10,000							
Warwick Daily News (m)	5,060	10/-		L. Irwin	The Warwick Newspaper Pty. Ltd.	L. Irwin	E. Hollingworth

SOUTH AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ADELAIDE, 459,000							
The Advertiser (m)	167,366	27/-		D. G. McFarling	Advertiser Newspapers Ltd.	Sir Lloyd Dumas	J. D. Guy
The News (e)	102,272	21/9		R. Rivett (Ed-in-chief)	News Ltd.	E. C. Bridges (Gen. Mgr.)	A. M. Saint
The Mail (s)	175,194	30/-		R. Boland R. Rivett (Ed-in-chief)	News Ltd.	E. C. Bridges (Gen. Mgr.)	A. M. Saint
Sunday Advertiser	68,740	21/-		H. Plumridge	Advertiser Newspapers Ltd.	Sir Lloyd Dumas	J. D. Guy
Truth (s)	40,500	12/3		I. Smith	Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)

TASMANIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BURNIE, 20,000							
The Advocate (m)	16,000	10/6		J. R. Cherry	Harris & Co. Pty. Ltd.	L. B. Harris	P. B. Cherry
HOBART, 93,500							
The Mercury (m)	41,000	18/-		R. Shone	Davies Bros. Ltd.		K. B. Goyne
Truth (s)	20,000	8/9		L. Rigg	Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)
LAUNCESTON, 50,000							
Examiner (m)	20,500	16/0		R. J. Williams	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine
Express (Sat.)	16,000	10/-		C. F. M. Green	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine

VICTORIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BALLARAT, 45,350							
The Courier (m)	14,848	10/-			Ballarat Courier Pty. Ltd.	J. V. Robertson	L. C. Gronn
The Mail (e)	2,000	8/-			Ballarat Mail Pty. Ltd.	J. H. Stanley	T. M. Morris
BENDIGO, 35,000							
Advertiser (m)	11,700	9/6			The Bendigo Advertiser Newspapers Ltd.		
ECHUCA, 5,600							
Riverine Herald (m)	2,100	8/-		F. J. Williams (Man. Ed.)	Riverine Herald Pty. Ltd.		
GEELONG, 51,000							
Advertiser (m)	16,500	10/3		J. A. Henry	Geelong Advertiser Pty. Ltd.	J. A. McKenzie (Gen. Manager)	N. R. Ritchie
MELBOURNE, 1,126,500–							
The Age (m)	130,000	30/-		H. A. M. Campbell	David Syme & Co. Ltd.	H. R. Syme (Gen. Mgr.)	W. B. Tunbridge
The Argus (m)	163,000	43/-			The Argus & Australasian Ltd.	C. B. Bednall	A. B. McKay
The Herald (e)	423,636	73/6		Archer Thomas	The Herald & Weekly Times Ltd.	J. F. Williams	D. J. Riddle (Ad. Dir.)
Sun News Pictorial (m)	419,791	77/3		J. Waters	The Herald & Weekly Times Ltd.	J. F. Williams	A. G. Otto
Truth (Sat.)	217,000	55/8		I. Smith	Truth & Sportsman Ltd	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)
MILDURA, 11,000							
Sunraysia Daily (m)	7,062	9/-			New Sunraysia Daily Pty. Ltd.	C. D. Lanyon	
WARRNAMBOOL, 11,000							
Standard (m)	5,850	7/6		B. B. Morris	Warrnambool Standard Pty. Ltd.	C. J. Hallowell	A. G. Rogers

WEST AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
KALGOORLIE, 27,000							
Kalgoorlie Miner (m)	7,500	9/-		S. J. F. Hocking	Hocking & Co. Pty. Ltd.	S. J. F. Hocking	J. S. Rowe
PERTH, 346,000							
The West Australian (m)	130,000	40/3			West Australian Newspapers Ltd.	J. E. McCartney	C. R. Olney
Daily News (e)	90,000	29/3		S. K. Joynt (Ed.-in-Chief)	W. A. Newspapers, Ltd.		M. Lambert
The Mirror (Sat.)	59,000	16/3			Western Press Ltd.	V. Courtney	J. Riseley
Sunday Times (s)	97,000	32/-		F. Davidson	Western Press Ltd.	V. Courtney	E. Mowday

NEW ZEALAND

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ASHBURTON, 9,500							
The Ashburton Guardian (e)	3,350	6/-	£38.10.0	R. N. Downes	Ashburton Mail & Guardian Co. Ltd.	W. B. W. Bell	John M. Bell
AUCKLAND, 360,000							
Auckland Star (e)	100,000	24/-		E. V. Dumbleton	N. Z. Newspapers Ltd.	T. H. Leys	R. T. Brown
New Zealand Herald (m)	165,000	32/-	£400	H. G. Bell	Wilson & Horton Ltd.	R. D. Horton J. M. Hardcastle (G. M.)	E. H. Whiting
BLENHEIM, 9,500							
The Marlborough Express (e)	5,897	6/-		S. I. Vercoe	Marlborough Express Newspaper Co. Ltd.	D. M. Furness	R. H. Hadfield
CHRISTCHURCH, 186,500							
The Christchurch Star-Sun (e)	55,000	12/6	£173.5.0	G. Burns	N. Z. Newspapers Ltd.	T. H. Leys	J. N. Crawford
The Press (m)	50,000	10/-	£144	P. H. N. Freeth	Christchurch Press Co. Ltd.	R. V. White (Mgr.)	F. H. Walls
DANNEVIRKE, 5,000							
Dannevirke Evening News (e)	2,700	7/-		W. S. Tonkin	Dannevirke Pub. Co. Ltd.	W. J. Woods	W. J. Woods

(Continued on page 342)

'Australia shows Greatest Potential of any Country'

... W. Killough, Chairman and Managing Director International Harvester Company of Australia

One of the earliest recorded instances of U.S. interest in Australia was the formation in 1853 of Cobb & Co., a road transport service conveying passengers, mails and gold to and from the diggings in Victoria. By 1870, this company, founded by four Americans, Freeman Cobb, John M. Peck, James Swanton and John Lamber, was operating throughout eastern Australia. It harnessed 6,000 horses a day, and travelled 28,000 miles a week. The annual pay sheet amounted to 350,000 dollars, with mail subsidies worth 335,000 dollars at the present exchange rate.

Australia has advanced rapidly in world importance since those gold rush days. But, with an area of almost 3 million square miles — slightly less than that of the United States — and a fast-growing population, this island continent still offers scope for expansion.

Many United States manufacturers realise this. In 1940, 182 United States enterprises operated within the Commonwealth. Since then the number has climber to 480. Approximately 152 of these companies either control their Australian undertakings or have substantial capital investments in them. The balance are closely knit with Australian industry through agreements to manufacture under licence, royalty or some similar arrangement.

Heavy Industries Predominate

269 of these 480 U.S. companies are associated with heavy industry. International Harvester Co. of Australia is one. In a public address last December, Chairman and Managing Director, Mr W. Killough (himself an American) said, "We feel that Australia shows the greatest potential of any country in the world. We have £A8 million (approximately 20 million dollars) tied up in our Victorian investment alone." General Motors has just announced an extension programme of plants in Victoria and New South Wales calling for 18,000,000 dollars. This will give the company a total investment, in Australia, of close on 105,000,000 dollars. General Motors' last declared profit was 20,000,000 dollars.

Australia's plans for irrigation, electrification and industrial expansion provide further opportunities for American investment. The Utah Construction Co. announces that it will complete the 26,000,000 dollars Eildon Dam (Victoria) next June — almost a year ahead of schedule. One of the world's largest, it will have a surface area of 25,000 acres, and will hold 2,750,000 acre-feet of water. On the score of its success at Eildon, the Utah Construction Co. has offered to build Melbourne's long overdue underground railway.

The Search for Oil

American interests are also active in the search for oil. A Caltex-Ampol subsidiary, West Australian Petroleum Pty. Ltd. announced the discovery of oil late in 1953. Vacuum Oil Co. Pty. Ltd. are partners in a 30,000,000 dollar oil quest in the Australian territory of Papua and several mainland areas.

Dramatic developments are taking place in petroleum refining. Foreseeing continued expansion in the use of automotive vehicles and the making and repair of country highways, Vacuum Oil built the first post-war Australian refinery at Altona. In 1948, this refinery began the production of lubricating oils, bitumen, distillates and small quantities of other petroleum products. In 1952, Vacuum Oil announced that Altona would be expanded to take in a catalytic cracking plant for the production of high quality gasoline. This 50,000,000 dollar project will come "on stream" in March, 1955, with a production capacity of over 900,000 gallons daily. With its interests in the search for oil and refining in Australia and its territories, Vacuum's capital investment totals 125,000,000 dollars.

Broad Field of Operations

While the main fields of American investment in Australia have been motor vehicles, earth moving equipment, metal and chemical products, important developments are evident in textiles, clothing, footwear, cosmetics, beverages and drugs. Jantzen, Joyce Shoes, Hickory Foundations, Helena Rubenstein, Coca-Cola, Kellogg's and Kraft are a few of the names which point the way for other and similar U.S. interests.

A year ago, the Carnation Canned Milk Co. completed a 5,000,000 dollar Australian cannery, and have already captured a considerable share of this market. Heinz Foods, with processing plants in Melbourne and Devonport, and a new 8,750,000 dollar project at Dandenong, are as much a household name in Australia as in the U.S.A.

Room for Many More

Each succeeding year sees an increase in the number of U.S. companies which manufacture in Australia either directly or in association with Australian concerns. But there is still room for more. Migration alone increases Australia's 9 million population by 100,000 yearly. Record Savings Bank deposits indicate a high standard of per capita wealth. This in turn expresses itself in a demand for more cars, homes, washing machines, refrigerators and electric cleaners . . . more of the consumer goods, services and public utilities which American know-how plus Australian workmanship can successfully provide.

Inserted in the interest of a wider understanding of Australian-American business relations by

The Courier-Mail BRISBANE — **The Herald** MELBOURNE — **The Sun News-Pictorial** MELBOURNE — **The Advertiser** ADELAIDE

U.S. Advertising Representatives

Joshua B. Powers Inc., 345 Madison Avenue, New York

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATIONS, RATES—Continued

NEW ZEALAND—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietor	Managing Director	Advertising Manager
DARGAVILLE, 3,000							
Northland Times (e)	2,300	6/-	£30	A. Membery	North Auckland Times Co. Ltd.	F. C. Bagnall	S. L. Bagnall
DUNEDIN, 100,000							
The Evening Star (e)	26,000	8/6	£100	W. J. Noble	Evening Star Co. Ltd.	S. D. Smith	F. Ward
Otago Daily Times (m)	35,000	10/-	£96	J. Moffett	Otago Daily Times & Witness Newspapers Ltd.	E. N. Wilkinson (Gen. Mgr.)	M. S. Hendry
GISBORNE, 20,000							
Gisborne Herald (e)	9,953	8/-	£52.16.0	G. G. Muir	Gisborne Herald Co. Ltd.	A. S. Muir	A. S. Muir
GORE, 6,200							
Mataura Ensign (e)	3,500	6/-	.....	H. A. Hull	Gore Publishing Co. Ltd.	H. A. Hull (Mgr. Ed.)	W. R. J. Pollock
GREYMOUTH, 10,000							
Greymouth Evening Star (e)	5,000	6/-	.....	C. G. Gaffeney	Greymouth Evening Star Ltd.	A. J. Wilson (Gen. Mgr.)	.....
Grey River Argus (m)	3,785	6/-	.....	W. Kennedy	Grey River Argus Co. Ltd.	R. A. Kay	M. Neville
HAMILTON, 34,200							
Waikato Times (e)	16,096	7/6	.....	F. E. Fisher	Waikato & King Country Press Ltd.	A. E. Manning	C. L. Wilson
HASTINGS, 23,000							
Hawkes Bay Herald-Tribune (e)	10,000	6/6	.....	W. A. Whitlock	Hawkes Bay Newspapers Ltd.	.....	.....
HAWERA, 5,000							
Hawera Star (e)	3,000	6/6	£32.10.0	L. Ablett	Hawera Star Pub. Co. Ltd.	L. Ablett (Mgr. Ed.)	.....
HOKITIKA, 3,100							
Hokitika Guardian (e)	1,250	6/-	£16	K. Sherman	Guardian & Times Co. Ltd.	A. F. Hill	R. E. Guthrie
INVERCARGILL, 34,000							
Southland Daily News (e)	10,500	7/-	£60	R. M. Hutton-Potts	Southland News Co. Ltd.	J. S. Ferguson (Gen. Mgr.)	W. W. Butchers
The Southland Times (m)	16,111	7/-	£62.8.0	J. L. Grimaldi	The Southland Times Co. Ltd.	F. N. Anderson	E. K. Mills
LEVIN, 4,200							
The Chronicle (e)	2,450	6/-	.....	G. H. Kerslake	Kerslake Billens & Humphrey Ltd.	R. H. Billens L. A. Humphrey (Gen. Mgr.)	T. A. Kerslake
MASTERTON, 10,600							
Wairarapa Times-Age (e)	6,000	6/-	.....	W. Michael	Wairarapa Times-Age Newspaper Co. Ltd.	.....	.....
NAPIER, 21,000							
The Daily Telegraph (e)	12,000	8/-	.....	A. F. B. McCredie	Daily Telegraph Co. Ltd.	T. M. Geddis	H. L. Beer
NELSON, 22,200							
Nelson Evening Mail (e)	10,000	6/6	£50	F. J. Earle	R. Lucas & Sons Ltd.	R. D. Lucas (Mgr.)	.....
NEW PLYMOUTH, 23,000							
Taranaki Daily News (m)	15,000	6/6	£50	.....	Taranaki Daily News Co. Ltd.	G. Fraser	L. A. Murray
Taranaki Herald (e)	6,500	6/6	.....	.....	Taranaki Herald Co. Ltd.	A. B. Scanlon (Man. Ed.)	.....
OAMARU, 10,000							
The Oamaru Mail (e)	3,300	6/6	£50.1.0	F. Jones	Oamaru Mail Co. Ltd.	J. D. Christie (Mgr.)	J. D. Christie
PALMERSTON NORTH, 35,000							
Manawatu Evening Standard (e)	13,300	7/-	£70	J. H. Nash	Manawatu Standard Ltd.	J. H. Nash	N. A. Nash
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The Thames Star (e)	2,700	6/6	£16	D. Turnbull	Thames Star Ltd.	L. E. White	G. W. Price
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The Timaru Herald (m)	11,500	7/-	.....	I. Donnelly	Timaru Herald Co. Ltd.	E. G. Kerr	J. M. Kerr
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Daily Advertiser (e)	1,650	5/-	.....	A. F. Sargent	Waimate Publishing Co. Ltd.	R. P. Harris	W. Parker
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Central Hawkes Bay Press (e)	.....	6/-	.....	F. V. Ward	Press Co. Ltd.	.....	.....
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Wanganui Herald (e)	8,250	7/-	.....	H. F. Low	Wanganui Herald Newspaper Co. Ltd.	M. S. Vernon Smith (Gen. Mgr.)	J. D. Kelly
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(Continued from page 343)

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WEST AUSTRALIAN PROVINCIAL PRESS ASSOCIATION: Steamship Buildings, St. George's Terrace, Perth, W. A. Secretary, Mr. J. F. Ockerby.

AUSTRALIAN UNITED PRESS LTD: 9a Castlereagh St., Sydney. N.S.W. Managing Editor, R. B. Odgers.

THE INCH CLUB, SYDNEY: President: W. T. Albert. 15 Hamilton St., Sydney. Secretary: Ron Christian, 66 Pitt St., Sydney; Hon. Treasurer: J. Burton, 11c Castlereagh St., Sydney. The Club was founded in Sydney in 1929. Its members embrace advertising managers and resident representatives of all Australian metropolitan daily and weekly newspapers. Its aims and objects are to entertain notable advertisers or advertising men, particularly visitors to Australia and local businessmen leaving for or returning from overseas.

NEW SOUTH WALES INSTITUTE OF JOURNALISTS: Objects: to conserve and advance the status of the profession of journalism, and to arrange for social meetings of members. President: H. V. Budd, M.L.C. Vice-Presidents: C.E.W. Bean, D. Litt., T. W. Spencer, Mrs. M. W. Liddell, A. H. Chisholm. Committee: S. McDonald, A. G. Hudson, Miss Jean Williamson, E. Lloyd Sommerlad, W. J. Beckett, Mrs. E. Fenston. Hon. Secretary: W. S. Tinkler. Hon. Social Secretary: Mrs. L. M. Davenport. Hon. Treasurer: H. S. Tebbutt.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES (FEDERAL): Wingello House, Angel Place, Sydney. N.S.W. Objects: To set standards of practice and professional conduct; to work with other commercial organizations and media associations and allied trades and professions for the betterment of mutual relations; to promote good advertising; to safeguard the interests of advertising agencies. Federal Secretary, Mr. John Humphrey. Angel Place, Sydney.

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS: Head Office: 14 Spring St., Sydney, N.S.W. An association of firms who spend money in advertising their goods on a national basis: bound together for mutual protection on all matters relating to advertising. Federal Executive: President: Mr. H. I. Fader. Potter & Moore (Australia Pty. Ltd.). Immediate past president: Mr. W. D. Phillips (J. Kitchen & Sons Pty. Ltd.) Vice-president (N.S.W.): Mr. E. Belschner, Jantzen (Australia) Ltd. Vice-president (Victoria): Mr. W. J. Cudlipp, General Motors-Holdens Ltd. Federal executive members: Messrs. E. J. Markwell, Markwell Bros. Pty. Ltd.; T. J. O'Brien, Dunlop Rubber Australia Ltd.; J. G. Lee, Atlantic Union Oil Co. Ltd., and H.A. Allen, Nut Foods Pty, Ltd. General Secretary: J. H. Bowden. Victorian Branch: Chairman: Mr. T. J. O'Brien. Deputy chairman: Mr. W. T. Richards. Executive: Messrs. O. R. Ayton, W. J. Cudlipp, H. St. O. Dentry, E. Evans, H. I. Fader, F. V. Kellow, F. Micklam, A. J. Ramsay, R. S. Searle, R. A. Stuart, L. J. Sylvester, A. C. Thomas, J. Tilbrook and L. E. Wingrove. Federal executive: Messrs. W. J. Cudlipp, H. I. Fader and T. J. O'Brien. Honorary secretary: Mr. H. E. Israel. N.S.W. Branch: Chairman: Mr. M. C. Adams, Lever Bros. Pty. Ltd. Vice-chairman: Mr. B. W. Catterns, Goodyear Tyre & Rubber Co. (Aust.) Ltd. Hon. secretary: Mr. H. A. Allen, Nut Foods Pty. Ltd. State executive: Messrs. J. G. Lee, Atlantic Union Oil Co. Ltd.; P. T. Mathews, Bank of New South Wales; D. R. Walter, Berlei Ltd.; K. J. Begley, Colgate-Palmolive Pty. Ltd.; J. V. Clayton, Commonwealth Bank of Australia; F. J. Guthrie, Gillette Safety Razor Co. of Aust. Pty. Ltd.; E. Belschner, Jantzen (Aust.) Ltd.; R. A. Walters, Johnson & Johnson Pty Ltd.; W. D. Phillips, J. Kitchen & Sons Pty. Ltd.; J. Parkinson, Frederick Stearns & Co.; C. Stretton-Morgan, W. D. & H. O. Wills (Aust.) Ltd.; L. Walley, Wrigleys (A'sia) Ltd. Queensland Branch: Chairman: Mr. F. J. Markwell (Markwell Bros. Pty. Ltd.). Vice-chairman: Mr. P. Tristam (T. Tristam). Honorary secretary: Mr. J. Greening (Atlantic Union Oil Co. Ltd.). Members: Mr. N. W. H. Furness (Nitta Products (Qld.) Pty. Ltd.); Mr. E. J. Olsen (Nut Foods Pty. Ltd.); Mr. F. Randle (Vacuum Oil Co. Pty. Ltd.).

NEWSPAPER PROPRIETORS ASSOCIATION OF NEW ZEALAND (INC): Dominion Building, Wellington. N.Z. Main objectives of this association are to improve and raise the standard of newspaper publication and publishing in New Zealand, and protect and safeguard the rights and liberties of the press. It has been in existence for forty-one years, and since 1921 has had its own staff and permanent organisation. In its membership are found representatives of all important newspapers in the Dominion. Its achievements have been the result of generous cooperation. The association licenses advertising agents in whom it has confidence. Licenses are issued subject to a set of regulations governing the conduct of the agency in relation to newspapers, clients and competitors. The N.P.A. maintains a censorship over advertising with a view of maintaining high standards.

NEW ZEALAND PRESS ASSOCIATION: LTD: Brandon House, Featherstone St., Wellington. N.Z. Aims and Objects: to supply overseas and domestic news to New Zealand papers.

ADVERTISING ASSOCIATION OF NEW ZEALAND: 29 A.M.P. Buildings, Wellington. N.Z. P.O. Box 1286, Wellington. N.Z. Objects: Protection of the expenditure of the buyers of advertising space and services and the safeguarding and assistance of their interests. The association has established an inexpensive Unit Audit of Circulations system which gives "weights and measures" in the purchase of newspaper space. It has been established for fourteen years and has a membership of approximately one hundred of the Chief Advertisers in New Zealand.

THE PROVINCIAL PRESS ASSOCIATION OF SOUTH AUSTRALIA: President: Mr. E. Tilbrook. Secretary: Mr. J. F. Power, Currie St., Adelaide

AUSTRALIAN FEATURE SYNDICATES

Name and Address	Chief Business Executive	Chief Editorial Executive
Consolidated Press Syndicate Department, 168 Castlereagh St., Sydney. NSW.	A. Baz	David McNicoll
Alan Foley Pty. Ltd., 243 Elizabeth St., Sydney. NSW.	A. Foley	A. Foley
Herald Feature Service, 44 Flinders St., Melbourne. Vic.	F. Lyons	J. Williams
Press Feature Service, 149 Castlereagh St., Sydney. NSW.	A. Gorfain	A. Gorfain
S. E. Shifrin, 25 Barkly St., St. Kilda. S.2. Vic.	S. E. Shifrin	.....
Associated Newspapers Feature Services, 60 Elizabeth St., Sydney. NSW.	L. Buckley (Mgr.)	.....
Yaffa Syndicate Pty. Ltd., 15 Hamilton St., Sydney. NSW.	V. F. Dodds	S. L. Eskell

AUSTRALIAN JOURNALISTS' CODE OF ETHICS

by
G. Coleman, Secretary
New South Wales District
The Australian Journalists' Association

In the knowledge that the Press is the most powerful factor in moulding public opinion, and is therefore democracy's strongest force for social progress, members of the Australian Journalists' Association pledge themselves to stand by their fellow members in observing and enforcing the following code:

(1) To report and interpret the news with scrupulous honesty.

(2) Not to suppress essential fact, and not to distort the truth by omission or wrongful emphasis.

(3) To respect all confidence in all circumstances.

(4) To observe at all times the fraternity of their profession, and never to take unfair advantage of a fellow member of the Australian Journalists' Association.

(5) Never to accept any form of bribery nor to permit personal interest to influence their sense of justice.

(6) To use only honest methods to obtain news, pictures and documents.

(7) To reveal their identity as member of the Press before using any personal interview or picture for publication.

(8) Always to maintain, through their conduct, full public confidence in the integrity and dignity of their calling.

Recently, an Australian Newspaper Board was set up. The proprietors stated that any newspaper guilty of wilful distortion would be disciplined by other proprietors.

Representatives of the proprietors and A. J. A. will sit on the Board in judgment on ethics complaints.

Twenty-Ninth Annual E & P Directory of Latin America, Bermuda and West Indies Newspapers

The level of business activity in Latin-American countries was on the rise in 1954 with a few exceptions caused by local crop conditions. Newspaper progress was in almost direct ratio to the business level of the country.

In general, newspapers "South of the Border" registered advertising and circulation increases. The flow of advertising from the United States to Latin-American publications appears to be steadily on the increase and L-A is becoming more advertising-conscious with the development of more local campaigns.

Newspaper circulations have been rising with the economic level of the countries and the increase in literacy, and a major step has been taken toward reliable, audited circulation figures.

In the past year, the Inter-American Press Association established and incorporated the Office of Certified Circulation to provide independent audits of circulation for Latin-American publications. Most of the major U.S. auditing firms with offices in Latin-American countries are cooperating with OCC. Eight newspapers signed as members, six were audited during the year, and one other was being completed as this issue goes to press.

U. S. REPRESENTATIVES: Many newspapers in the listing of Latin-American newspapers have representatives in the U.S. Herewith is a list of these representatives with a corresponding code number in parentheses. The same number appears after the name of the newspapers each firm represents in the country-by-country listing. A list of these representatives, with the complete list of the papers they represent, precedes the Index on the last pages of this book.

(4) S.S. Koppe & Co., Inc., 630 Fifth Ave., New York 20, N.Y.; Tel. CI 6-1320.

(6) Joshua B. Powers, Inc., 345 Madison Ave., New York 17, N.Y.; Tel. MU 6-5830.

(7) Chalmers-Ortega, Inc., 516 Fifth Ave., New York 36, N.Y.; Tel. MU 2-1610.

(13) Melchor Guzman Company, Inc., 45 Rockefeller Plaza, New York 20, N.Y.; Tel. CI 7-0624.

(15) H. J. Wandless Co., Inc., 205 East 42d Street, New York 17, N.Y.; Tel. MU 4-1910.

(16) Inter-American Publications, Inc., 41 East 42d Street, New York 17, N.Y.; Tel. Mu 2-0884.

(20) N. De Filippes Company, 551 Fifth Ave., New York 17, N.Y.; Tel. PE 6-0408.

(21) Edwin Seymour, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-7340.

(30) International Newspapers Representatives, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-6333.

(32) Universal Publishers Representatives, Inc., 500 Fifth Ave., New York 36, N.Y.; Tel. PE 6-0408.

LANGUAGES: In countries other than Brazil, Haiti, Bermuda, and the British West Indies, the official language is Spanish; in Brazil, Portuguese; in Haiti, French. If a paper is published in the official language of the country in which it appears, no language is shown after its name. If it is published in language other than the official one or in more than one language, such languages are indicated in parentheses after the name of the paper.

MECHANICAL REQUIREMENTS: Mats and mounted electros are generally advised. However, the United States publishers' representatives will be glad to answer inquiries in this connection.

CIRCULATION FIGURES: Where no marking appears after a circulation figure, it means that the figure has no been reported as certified or has not been supported by satisfactory proof of circulation. The type of certification is indicated by the following symbols:

††—Certified by Publisher.

*—Audit Bureau of Circulations.

OCC—Office of Certified Circulation of the Inter-American Press Association, 22 East 60th Street, New York 22; Tel. MU 8-5251.

D & B—Dun & Bradstreet.

BASIC RATES: Abbreviations which follow the basic rates given refer to the unit of space, such as "cm" for centimetre, and "in." for inch.

CURRENCIES: Rates which are quoted in United States currency are preceded by the letters (US) if in amounts of one U.S. dollar or more, and followed by the sign "c" if in amounts smaller than one U.S. dollar. If a rate does not have such identification, it is quoted in the national currency of the country. The name of the basic currency unit of each country is given immediately under the name of the country. It is suggested that you consult your bank for the latest quotation on the appropriate exchange rate of the currency in which you are interested. Lists of selected currency quotations are also published in leading dailies, in "Foreign Commerce Weekly," published by the United States Department of Commerce, and in export trade journals.

This listing of Latin American, Bermuda, and West Indies newspapers was prepared through the co-operation of the Inter-American Press Association, 22 East 60th Street, New York 22, N.Y.

DIRECTORY OF LATIN AMERICAN NEWSPAPERS

ARGENTINA

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Adrogue (13,700)	Tribuna		D										
	La Calle		D		Ed. Grafica La Calle	Eduardo Alvarez							
Avellaneda	La Libertad	1915	MD	60,000	S. A. Ed. La Libertad	F. Venturini	N. J. Ricagno	1 7/8	22 5/8	15 5/8	6-8	Com., Ind., Home	1.00 in.
	La Opinion	1915	MD	20,000	Jose and Juan Arturi	Jose and Juan Arturi		1 3/4	21	15	6-8	General	12 pesos cm.
	La Republica				J. F. Oviedo	J. F. Oviedo							
Ayacucho (12,000)	La Verdad	1905	ED	15,000	Elias G. Luayza	E. G. Luayza	A. MB. de Luayza	2 1/4	14 1/4	9 1/2	12	General	1.50 cm.
	La Voz del Avacucho		D	500									

S. S. KOPPE & CO., Inc.

630 Fifth Avenue

New York 20, New York

United States Advertising Representatives of

LA NACION

Buenos Aires Argentina

Founded in 1870

Independent Politically and Financially.

It provides the best coverage in Argentina. Assures desired results.

It is one of the world's greatest Spanish language newspapers.

LA NACION *Editorial Office*

50 Rockefeller Plaza • New York 20, N. Y.

CHILE South América *produces*

NITRATE · COPPER · IRON · COAL
WINES · FRUITS, Etc., Etc.

Capital.—Santiago. First Port.—Valparaiso.
Empresa "El Mercurio" S.A.P. Edita en Santiago:

"El MERCURIO"
"Las Ultimas Noticias"
"La Segunda"

Edita en Valparaiso:

"EL MERCURIO"
"LA ESTRELLA"

"El Mercurio" is the leading newspaper of Chile with the largest circulation all over the country.

"El Mercurio" publishes three times the amount of display ads carried by any other newspaper in Chile.

"El Mercurio" comprises the bulk of the classified ads in Chile, carrying more than six thousand ads per copy.

Established in 1827 and is the oldest newspaper of the world in the Spanish language.

Reaches the country's biggest buying people.

Exclusive Advertising Representatives:

S. S. KOPPE & CO., INC.

630 Fifth Avenue, New York 20, New York

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Azul (27,080)	Diario del Pueblo (Temporarily suspended since June 14, 1952)	1918	ED	5,000	Isabel Zubiri de Cirigliano	Isabel Zubiri de Cirigliano							
	El Ciudadano	1907	D	6,000	Hector Ferreyro	G. J. Solans	Jose L. Olive						
	El Tiempo	1933	MDexMon.	6,000	Dr. C. Ronchetti	I. Ferrari	J. O. Linari Cia	1⅛	19⅜	7 col.		General	2.00 cm.
Bahia Bianca (93,120)	El Atlántico	1920	MD	18,000	S. A. Ed. El Atlántico	J. C. Morelli	A. Valera & J. J. Bustos	1⅞	20⅛	15¾	12	General	1.00 cm.
	El Censor	1906	ED		F. J. Wortelboer	F. J. Wortelboer			23	16	8	General	1.50 cm.
	La Acción		D										
	La Gaceta	1936	EDexSun.		R. R. Romero	R. R. Romero		2⅛	19⅜	13⅜	8	General	95¢ in.
	La Nueva Provincia	1898	MD	27,450	Diario La Nueva Provincia, Soc. de Resp. Ltda.	N. E. Julio	J. Calderoni	2	21⅞	8 col.	12-16	General	20.00 cm.
Balcarce (36,000)	El Liberal	1921	EDexSun.	3,000	Cayetano Amadeo	Cayetano Amadeo	E. Amadeo	2⅛	19⅝	14¼	8	General	0.25 cm.
	La Opinión	1927	ED	1,800	Hortensoi S. Miguens	Hortensio S. Miguens		2⅛	18½	13	8	General	0.50 cm.
Bariloche (9,720)	Bariloche	1942	MDexSun.	2,000				2⅛		4 col.			2.50 cm.
Belle Ville (39,000)	Tribuna	1936	EDexSun.	9,800	Salvador Eduardo Leonetti	S. E. Leonetti	J. E. Romo	2	18	12⅔	6	General	10 pesos cm.
Bolivar (38,700)	El Demócrata		D										
	Pregón	1943	EDexSun.	16,000	Parrondo Hermanos	Luis A. Parrondo	Amadeo Parrondo	1⅞	19⅝	7 col.	8	General	6 pesos cm.
Bragado (16,300)	El Censor		D										
Buenos Aires (3,371,900)	Argentinisches Tageblatt (Ger.)	1889	MD	32,000D 36,000S	Alemann y Cía. S. A.	Dr. E. F. Alemann	Eduardo Alemann	1⅞	19½	15.3	6-8	Ger.-speaking	20 pesos cm. (US $2.50 cm.)
	Buenos Aires Herald (Eng.) (7)	1876	MD	22,000D 27,000S	Buenos Aires Herald Ltd. S. A.	Norman A. Ingrey	R. B. H. Thomson	1⅞	12⅔	12½	12	Eng.-speaking	25 pesos cm.
	Clarín	1945	MD	200,000	Dr. Roberto J. Noble	Dr. Roberto J. Noble	Carlos A. Lastreto	2	15	10½	13-20	Tabloid	60 pesos cm.
	Crítica	1913	ED	300,000	Cia. Arg. De Ediciones y Pub.	Pedro Jofre	Gaston M. Sourigues	1⅝	21⅜	16¼		General	30 cm.
	Democracia	1945	MD	300,000	Editorial Democracia, S. A.	Americo Barrios	Werner Burghardt	1⅜	21⅜	16⅛	8-10		45 pesos cm.
	Di Presse (Yiddish)	1918	MD	32,000	Soc. Col. Di Presse	José Axentzoff	O. Bumaschny	1⅝	21	15⅝	6-8	Jewish	30 pesos cm.
	El Avisador Mercantil	1898	MD	33,000	El Avisador Mercantil, S. A.	Dr. Armando Fernández del Casal	Julio Soto	2	15	10	12	Com.	35 pesos cm.
	El Cronista Comercial	1908	MD	37,000	El Cronista Comercial Soc. Risp-Ltda.	Duilio Anzisi	María Carrea	2⅛	20⅝	16	8	Com., Ind.	
	El Diario Israelita (Yiddish)	1914	MDexSat.	48,000	El Diario Israelita S.R.L.	Moises Stoliar	Samuel Scheinin	2	23¼	15¾	8-12	Jewish	20.00 cm.
	El Lider		D										
	El Mundo	1928	MD	235,000	Empr. Ed. Haynes Ltda.	Emilio Rubio	J. B. Rodriguez	2	15	10¼	12-16	General	10.00 cm.
	El Pueblo	1900	MDexMon.	90,000	Soc. Coman. El Pueblo Dussol & Cía.	J. Roberto Bonamino		2⅛	17	11½	12-16	Catholics	7.00 cm.
	Gaceta del Foro		D			Gustavo de Abella						Jurisprudence	
	La Democracia		D			Paul Apold							
	La Ley	1949	D	12,000	Editorial "La Ley," Soc. de Resp. Ltda.	R. Fraga Patrao					12	Legal	4.00 cm.
	La Nación (4)	1870	MD	122,000	S. A. La Nación	Dr. Bartolomé Mitre	Dr. Enrique Luis Drago Mitre	2	21⅛	16¼	6-10	General	75 pesos cm.
	La Prensa		MD										
	La Razón (15)	1905	ED	240,000D 300,000S	S. A. La Razón	R. Peralta Ramos	J. A. Rodríguez	2	20	16	12-16	General	25.00 cm.
	Noticias Gráficas (4)	1931	ED	300,000	Editorial Democracia, S.A.	Emilio Solari Parravicini	Antonio Pucci	2	15½	10½	12-16	General	8.00 cm.
	The Standard (Eng.)	1861	MD	32,500	The Dougall Family	H. Dougall	I. Bensignor	2	15½	15¼	12-16	Eng.-Speaking	12.00 cm.
Carlos Casares (11,600)	El Demócrata		D										
	La Ley	1918	EDexSun.		Saúl Bercovich	Saúl Bercovich	J. O. Linari	2⅜	15	4 col.		General	1.50 cm.
Catamarca (30,170)	La Unión	1928	MDexSun.	7,500	Ramón Rosa Olmos	Arturo Melo	J. O. Linari	2⅛	17¼	13⅛	8	General	12.00 cm.
Chascomús (20,000)	Chascomús		D										
	El Argentino		D										
	El Cronista		D										
Chivilcoy (29,600)	La Razón Noticias	1910	MD	5,500	La Razón Soc. de Resp. Ltda.	Alfredo Pérez Silva	Simon Domingo Oscar Pérez	1 9/10	20	14½	6	General	6 pesos cm.
Comodoro Rivadavia (24,330)	El Chubut	1921	MDexMon.	6,700	Ed. El Chubut S. C.	Pedro Ciarlotti	J. O. Linari	2⅛	19¾	14⅛	8	General	1.50 cm.
	El Rivadavia	1915	MDexSun.	5,800	Sucesión Soil Brohman	Roberto Justo Ezpeleta	Luis Enrique Sicardi	1½	14½	10	8	General	7 pesos cm.
Concepción del Uruguay (30,950)	La Calle	1944	MDexMon.	5,000	Editorial "La Calle" Soc. Resp. Ltda.	Leopoldo Brödl	Leopoldo Brödl	1⅞	16½	12	8	General	4.50 pesos cm.
Concordia (60,000)	La Democracia		D										
	El Diario	1924	EDexSun.	10,000	Héctor F. Olivera	Héctor F. Olivera	J. O. Linari	2¼	20⅞	12⅝	6	General	4.80 cm.
	El Heraldo	1915	EDexSun.	‡15,000	Jacobo Liebermann	Jacobo Liebermann	Jacobo Liebermann	2	22	15½	6-8	General	6.50 cm.
	El Litoral	1901	EDexSun.		Sucesores-de-Antonio L. de Luque		Jose A. Domínguez	2	21	14¼	6	General	3 or 5 pesos cm. depending on page
	Tribuna		D		Cornelio Bellino								
Córdoba (340,000)	Comercio y Justicia	1939	M	9,500	Pronsato y Cía.	Domingo S. Pronsato		2⅛	12⅝	15.6	8	Com., Leg.	35 pesos cm.
	Córdoba (6)	1928	ED	29,000	Soc. Ed. Córdoba S. A.	Jorge W. Agusti	Andres E. Roten	2	20½	16	12	General	20 cm.
	La Voz del Interior	1904	MD	18.000	La Voz del Interior			2⅛	22	7 col.		General	
	Los Principios (6)	1894	MD	24,000	S. A. Los Principios	Dr. Enrique Nores M.	E. Pérez	2	21½	16	8	General	$3.85 in.
	Meridiano	1949	D	18,000		Oscar A. Arganaras			50 cm		8		
Coronel Pringles (12,000)	La Noticia	1950	D	2,000	Enrique Calvo & Abel Estrada	Abel Estrada							
Coronel Suárez (17,000)	El Imparcial	1921	EDexSun.	5,000	Pedro Pablo Rivas & Pablo A. Garcia Plandolit	Pablo A. Garcia Plandolit	J. O. Linari	2	20½	7 col.		General	0.80 cm.
Corrientes (56,420)	El Liberal	1919	ED	5,600		Pedro Blugerman		2⅛	19	15 3/16	12	General	
	La Mañana	1930	MDexMon.	9,000	Dr. Elías Abad	Dr. Elías Abad	J. O. Linari	2	14¾	10¼	10-16	Middle	1.00 cm.
	Nueva Epoca		ED										
	Rutas	1952	MDexMon.	6,000	Luis M. Monferrer	Luis M. Monferrer	Arnoldo B. Carmozzi	2	16½	11½	10	General	10 pesos cm.
	El Nacional	1903	MD	1,000	Atilio Roncoroni	Atilio Roncoroni		2	17	14½	6	General	2 pesos cm.
	El Tribuno	1925	ED	3,000	Mariano Conti	Mariano Conti hijo		2¾		6 col.	8-16	General	
Eva Perón (217,740) (formerly La Plata)	El Argentino	1906	MD	19,000	Tomás R. García Suc.	Ramón T. García	Paul P. Maison	2	14¼	14	12	General	3.00 cm.
	El Día (6)	1884	MD	‡73,884	El Dia Soc. Anonima	F. S. Maresca	Juan Dascanio	2	21½	15¾	8	General	3.50 in. (min. 2 in.)
	El Momento		ED		J. M. Terrier	J. M. Terrier							
	El País		ED		T. Dominguez de Machado	T. Dominguez de Machado							
	El Plata		ED		Financiera Tipográfica S. A.	Marcelo Churuchaga							
	El Tiempo				Alejandro Izeta	Alejandro Izeta							
	Justicialista					Guillermo Martinez							
	Nuevos Rumbos	1925	EDexSun.	4,000	Rafael A. Rosa Macías	Rafael A. Rosa Macías		2⅜	13	11	4-6-8	General	4 pesos cm
	Opinión	1952	ED	4,500	Federico K. della Croce	Federico K. della Croce	Osvaldo Garriga	2	14	10	8	General	6 pesos cm.
	Pregon		ED		Navas y Cia.	Victorio M. Tomm							
Formosa (18,500)	La Voz Popular	1938	EDexSun.		S. Godoy		J. O. Linari	2	17⅞	6 col.			1.00 cm.
	Voz Formoseña	1951	EDexSun.	800	Salomón Goligorsky	Salomón Goligorsky		2	16	14	4	General	5.00 cm.

WORK SHEET

Market	1955 Sales Potential	Proportionate Advertising Expenditure
ARGENTINA		
AUSTRALIA		
AUSTRIA		
BAHAMAS		
BARBADOS		
BRAZIL		
CHILE		
COLOMBIA		
CUBA		
DENMARK		
DOMINICAN REPUBLIC		
ECUADOR		
FINLAND		
MEXICO		
NETHERLANDS		
NORWAY		
PANAMA		
PARAGUAY		
PERU		
SAINT LUCIA		
EL SALVADOR		
SWEDEN		
SWITZERLAND		
TRINIDAD		
UNION OF SOUTH AFRICA		
URUGUAY		
VENEZUELA		

Oversimplification? Perhaps—but it sure makes sense. We believe that an exporter who expects most of his business from a certain few markets should spend most of his advertising appropriation in those very same markets. We all frown on the practice of "taking from Peter to pay Paul." Well then, why sacrifice proper advertising coverage of your good markets by scattering your effort to take in a lot of "so, so" markets? Call your shots! Advertise where you can sell.

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
General Alvear (4,800)	El Independiente		D										
	La Reacción		ED										
General Pico (18,000)	La Reforma	1923	MD	4,000		Manuel C. Ramirez					6	General	1.20 cm.
General Uriburu (16,000)	El Debate		D										
	La Tarde	1915	ED	1,500	Leonidas Luna	Leonidas Luna		2⅛	19¾	13	8	General	1.20 cm.
Goya (22,100)	El Adalid	1925	ED		J. M. Villalobos	J. M. Villalobos		2⅛	22⅞	15⅝	8	General	
Gualeguay (23,240)	El Debate	1901	EDexSun.	2,500	Carlos P. Carrera	Carlos P. Carrera	Juan F. Sastre	2	20⅞	14¼	6	General	0.50 cm.
	El Día		D										
	Justicia		EDexSun.	5,000	Jose Costa Comesana	J. Costa Comesana	F. Martinez					General	0.50 cm.
	La Mañana		MD									General	
	Pregon	1945	EDexSun.	6,500	A. G. A. S.	Francesca A. De Garibotti	H. A. Garibotti A.	2	13¾	10⅛	12	General	0.80 cm.
Gualeguaychú (36,910)	El Argentino	1911	MD	5,000	Nicolás Montana	Nicolás Montana		2	15⅝	21¾	8-12	General	
	El Diario	1934	D	2,700	Arturo J. Nicolini	A. J. Nicolini	M. C. Correa		55 cm.				
Juarez (12,000)	El Nacional		D	1,600									
	Tribuna	1927	D	3,000	Antonio F. Glorioso	Antonio F. Glorioso	Jose P. Villegas	2¼	12⅝	5 col.	6	General	
Jujuy (30,760)	Crónica		D										
Junin (44,150)	Democracia	1931	ED	5,500	Dr. Moisés Lebensohn	Dr. Moisés Lebensohn	Dora D. de Lebensohn	1½	20	13	4	General	5 pesos cm.
	La Verdad	1917	MDexMon.	7,100	Catholic Action	Martin Guibelalde	Emiliano J. Valente	1⅛	20½	15⅝	8	General	8.00 cm.
Lanus	Pregon	1942	EDexSun.	5,000	Juan Burattini and Santiago Villegas	Juan Burattini	Juan Burattini	2	19¾	13	6	General	3.50 cm.
	Tribuna	1945	D		Dr. Vicente Bagnasco						8	General	
Lincoln (30,000)	Ariel-Constitución		D										
Lomas de Zamora (40,110)	Avance		D										
	Diario Comuna	1934	MDexSun.	4,000	Otelo S. A. Biancardi	Otelo S. A. Biancardi	Julio Gonzalez de Alari	1¾	13	10	8	General	15 pesos cm.
Mar del Plata (180,000)	El Atlántico	1938	EDexSun.	16,000	Hugo D. O. Marcone	Hugo D. O. Marcone		2	15 5/10	15 5/10	8-12-16	General	31 pesos cm.
	El Progreso	1896	MDexMon.	8,500	Julio Auliel	Julio Auliel	Julio Auliel	2⅜	20⅛	19¾	10	General	1.50 cm.
Mendoza (600,000)	La Libertad	1924	MD	15,000	Dr. Edmundo A. Cuervo	Dr. E. A. Cuervo	B. A. Cuervo	1⅞	20½	15¾	8	Com., Ind.	3.00 cm.
	La Palabra	1916	ED	7,500	Dr. José Hipolito Lencinas	Dr. José Hipolito Lencinas	Jolio O. Chaves		20½	15¾	6	General	4.00 cm.
	Los Andes (6)	1882	MD	‡51,108D ‡60,400S	Soc. Diario Los Andes Hermanos Calle	Felipe Calle	Alejandro N. Chicurel	2	20½	17⅛	8-16	General	$14.-pesos cm. D 16.-pesos cm. S
	Cronica		ED		Eugenio Barreiro	Eugenio Barreiro							
	La Tarde		ED		Carlos Cesar Ibarra	Carlos Cesar Ibarra							
Mercedes de Buenos Aires (35,000)	El Oeste	1924	MDexMon.					2	19¾	2 col.		General	0.80 cm.
	El Orden	1894	MDexMon.	3,800	Soc. de Cayetano Lendino	Emilio A. Lendino and Manuel Asenzo	Bruno Furlano	2¼	20⅛	13⅛	6	Middle	5.00 cm.
	La Provincia		ED			Esteban Hareguy				5 col.		General	
Mercedes de Corrientes (15,000)	El Independiente		D										
Mercedes de San Luis (37,660)	Centinela	1944	MDexSun.					2	14¼	5 col.		General	1.00 cm.
	La Voz del Sud	1903	MD	3,000									
Necochea (30,000)	Ecos Diarios	1921	MDexMon.	4,500	Sociedad Ecos Diarios	Saúl Ignacio	Enrique Ignacio	1¾	20	14½	4-6	General	5.50 pesos
	Tribuna Libre		D										
Nueve de Julio (20,000)	El Orden	1920	EDexSun.	2,000	Eusebio F. Martínez	Eusebio F. Martínez	Haydee A. M. de Martínez	2	19	15	4	General	3.50 pesos cm.
	El Porvenir	1895	MD		J. Gallup de Arella	J. Gallup de Arella			22⅞	15¾	8	General	
Olavarria (24,320)	Democracia		D										
	El Popular	1899	MDexSun.	6,500	Amoroso Pagano & Cía	Julio A. Pagano	Antonio M. Sánchez	2	20½	13½	8	General	
Parana (83,820)	El Diario	1914	MD	19,500	S. A. El Popular	Dr. A. Etchevehere		1⅛	22½	7 col.	8-10	General	3.00 cm.
	La Acción	1912	MDexMon.	3,000D 4,000S	La Acción S. A.	Dr. José M. Quinodoz	Hector Francisco Rugiero	2	20½	14⅞	8	General	5.50 pesos cm.
Pehuajó (52,000)	El Diario	1933	MDexMon.	4,500	Cayetano Vitalé	Cayetano Vitalé	H. J. Rech	2½	17¾	23¾	8-10	General	1.20 cm.
Pergamino (30,900)	El Tiempo	1952	MD	5,500	Emp. Periodistica Pergamino	Rafael Yavicoli	A. L. Iraeta	2	20	13½	8	General	1.20 cm.
	La Opinion	1917	MD	9,500	Enrique Venini	Enrique Venini	Raúl Venini	1½	15	10	8	General	15 pesos cm.
Posadas (36,620)	Cronica		MD										
	Diario Oral		D										
	El Día	1912	MD					2	21⅛	7 col.		General	$1.00 in.
	El Territorio	1925	EDexSun.	7,000	El Territorio, S. de R. L.	Humberto Pérez	Carlos Krause	2	20¼	20	4-6	General	7.00 pesos cm.
	La Tarde	1912	ED		Manuel Rivero y Hornos and Pedro de Rebollo	Manuel Rivero y H. & P. de Rebollo	Manuel Rivero y H. & P. de Rebollo						
Punta Alta (20,550)	El Regional	1922	EDexSun.	3,800	Alfredo Palermo	Alfredo Palermo et al.		2	26½	18⅜	8	General	
Quilmes (57,390)	El Sol	1927	MDexSun.	4,500	J. A. Blanco García	J. A. Blanco et al.	Tomás M. Serves	2⅛	16½	5 col.	12	Labor, Mid.	2.50 cm.
Rafaela (23,470)	El Diario del Norte		D										
	El Norte	1914	EDexSun.	2,600	David Mazzi	David Mazzi	José Buriaso	1⅞	20½		8	General	
Resistencia (64,680)	El Territorio	1919	EDexSun.	6,400	Zamudio Viola & Bissón	Luis S. Viola	E. Bissón	1⅞	20⅛	15⅝	8	General	0.60 cm.
	La Voz del Chaco	1915	ED		Angel d'Ambra	Angel d'Ambra		2⅛	22⅛	15⅛	8	General	
Rio Cuarto (34,360)	Justicia	1921	EDexSun.	3,600	Inés Cabanillas de Ferreyra	Ventura G. Ferreyra		2⅛	19¾	13¾	4	General	1.00 cm.
Rosario (464,690)	El Tribunal de Comercio	1895	MD	4,000	Guillermo A. Blanco	César and Susana A. Blanco		2	18½	11¾	8	Com., Ind., Fem.	1.50 cm.
	La Acción	1918	MD	40,000	Francisco Scarabino	Francisco Scarabino	A. Sbarbaro	2	21¾	15¾	12-16	General	12.00 cm.
	La Capital (6)	1867	MD	100,000	Sres. Lagos	Nora Lagos de MacDougall	Dr. Natalio Muratti	1 11/16	20¾	16¼	8	General	36 pesos cm
	Cronica	1914	ED	25,000	Editorial Cronica, S. R. Ltda	Nestor J. Lagos	D. M. Agatiello	1¾	20½	13¾	8	General	10 pesos cm.
	La Tribuna		D	50,000	Poligrafica Rosarina	Virgilio Albanese	Ricardo Maineti				10	Independent	15.00 cm.
Salta (66,780)	La Nueva Provincia		MD										
	La Provincia (La Calle)	1936	MD	9,000	Enrique L. Janín and Domingo Patrón Costas	Enrique Janín and Domingo Patrón C.	C. Abrejo B.	2	15¾	9⅞	12-16	Upper, Agr.	1.50 cm.
	Norte	1942	MD	7,000	Informativo del Norte, Soc. de R. Ltda	Luis Victorio Giacosa	Ernesto Raúl Mondada	1⅝	14½	24½	8	General	8 pesos cm.
San Francisco (23,930)	El Progreso		D										
	La Voz	1915	MDexMon.	5,000	Carlos y José Martínez M.	Carlos Martínez M		2	22½	15⅝	8	General	
San Juan (61,560)	La Acción		D										
	Tribuna	1931	MD	25,000	Alberto Graffigna	Santiago S. Graffigna		2	20½	16½	8	General	12 pesos cm.
	Diario de Cuyo		MD		R. Vivaldi	Carlos E. Guimaraes							

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San Luis (40,000)	Democracia	1943	MDexMon.	2,000S 1,800D	Julio C. Salvatore	Julio C. Salvatore	Julio C. Salvatore	2	14¼	11 5/10		General	8.00 pesos cm.
	Heraldo de San Luis		D										
	La Opinión	1913	ED	5,000	Mario Ponticelli	Mario Ponticelli		2¼	19	13¼	8	General	
	Predica		D		Luis Scilingo	Ramon Abramovich							
San Nicolas de los Arroyos (24,830)	El Comercio	1906	MD			M. Uturbey						General	
	El Norte	1872	MD					2½	20⅞	5 col.	4	General	
San Rafael (32,660)	El Comercio	1920	MDexSun.	8,000	Manuel Eduardo Butti	Rafael Ruiz	Jose A. Lopez	1½	15⅞	11¼	8	General	5 pesos cm.
	La Capital		D										
Santa Fé (168,010)	El Imparcial	1914	EDexSun.	10,000	Eradio Doce Mateos	Eradio Doce Mateos	Pedro A. Guibert	2	20½	15⅞	8-16	General	1.00 cm.
	El Litoral	1918	MED	45,000	Suc. de Salvador Caputto and Pedro A. Vittori	Riobo Caputto		2	19¾	15¾	12-16	General	18.00 cm.
	El Orden	1927	MD	30,000	Sucesión de Alfredo Estrada	Fernando Estrada	Julio Raúl Estrada	1¾	19¾	15¾	10-16	General	12 pesos cm.
Santa Rosa (13,300)	La Arena	1933	EDex Sun.					2	18⅞	6 col.		General	0.60 cm.
Santiago del Estero (63,490)	El Liberal	1898	MD	10,500	José F. L. and Antonio Castiglione	José F. L. Castiglione	Sotero Pérez Escalante	1½	22	15½	8-10	General	9 pesos cm.
	La Hora	1927	MDexSun.	9,000	L. E. R. and Tissera	L. R. and E. Tissera	J. A. Tissera	2	19	13 5/10	8	General	12 pesos cm.
	La Provincia	1940	EDexSun.	3,500	Luis Vainer	Luis Vainer	Adolfo Galgani	2	19½	12¼	4	General	8 pesos cm.
Tandil (70,000)	El Eco de Tandil	1882	MDexSun.	5,000	Juan M. Calvo and Carlos Calvo	Juan M. Calvo	Juan Roser Isaac	2	19¾	13⅞	10	General	6 cm.
	Nueva Era	1919	EDexSun.	6,500	José A. Cabral	José A. Cabral	German R. Schultz	1½	20½	17 3/10	4-6	General	6.50 cmes.
	Tribuna	1929	D	5,000	El Diario Tribuna	Enrique S. Pizzorno	Ecio Martini	1½	20½	17	4-6	General	6.50 cm.
Trenque Lauquén (17,000)	El Independiente	1899	MDexSun.	1,800	Salvador Isidro Ladaga	Salvador I. Ladaga	Salvador I. Ladaga	2¼	19¾	6 col.	8	General	0.80 cm.
	La Opinión		D										
Tres Arroyos (32,170)	La Hora	1933	MDexMon.	8,000	Mateo Mastronardi et al.	Mateo Mastronardi	Félix Rodriguez M.	2	13½	19½	8	General	10 pesos cm.
	La Voz del Pueblo	1902	MDexMon.	7,500	Dr. Antonio Maciel	Dr. Antonio Maciel	Antonio M. Maciel	2	20½	15¾	8-16	General	7.50 cm.
Tucuman (197,097)	El Comercio		ED	2,000				2	19	14¼			1.50 cm.
	El Mercurio		D			A. A. Raffo							
	La Gaceta (6)	1912	MD	75,000	Suc. de Alberto Garcia Hamilton	Enrique Garcia Hamilton	Julio Crotto Posse	2	21½	15¾	6	General	$10.20 in. (min. 2 in)
	Informacion		D			E. Bustos							
	La Flecha				Ramon Molina								
Villaguay (18,000)	El Pueblo	1926	EDexSun.	4,500	Emilio Surra	Emilio Surra	Juan Carlos Surra	1¾	22	15	4	General	2.50 cm.
Villa Maria (23,050)	Heraldo	1929	ED	1,500	Santiago Ruedi	Santiago Ruedi			17¾	12⅞	12	General	
	La Voz Trinitaria	1947	EDexSun.	800	P. P. Trinitarios								
	Momento	1931	EDexSun.	4,500	Enrique Martínez Luque	Nicolás Martínez		2	14½		6	Middle	0.60 cm.
	Opinion	1950	EDexSun.	4,000	Victoriano Godoy	V. Godoy							
	Tercero Abajo	1902	EDexSun.	800	Salomon Deiber	Salomon Deiber							
Zárate (60,000)	El Debate	1904	MDexSun.	6,800	José María Guerci	Juan Albano	Eduardo Almada	2	14½		11½	General	4.00 cm.

BOLIVIA 4,019,031

Boliviano

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Cochabamba (76,500)	El Pueblo		D	12,000	S. A.	Jose Eduardo Loza	Ricardo Cabero	2	20	16	8	General	70 cm.
La Paz (321,073)	El Diario (32)	1904	MD	45,000S 38,000D	Empr. Edit. El Diario, S. A.	José Carrasco J.	Jorge Carrasco	2	20½	15	11 1/10	General	50 bols. cm.
	Ultima Hora	1939	EDexSun.	4,000	Alfredo Alexander	Alfredo Alexander and Humb. Palza	Enrique Carrasco	2	22	8 col.	8	General	$US. 0.50 in
Oruro	La Patria	1919	MDexMon.	6,000	Enrique Miralles	Enrique Miralles	Cristóbal Molina-Rodriguez	2	20½	15 7/10	8	General	$US. 0.25 in.
	Noticias	1935	MD	5,000	Empr. de Publicidad "Noticias," S. A.	Luis Suaznabar Velasco	Walter Tapia Mendivil	2	19½	13½	8	General	10 bols. cm.

BRAZIL (52,645,479)

Cruzeiro

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Aracajú (50,670)	Correio de Aracajú												
	Diario Oficial	1919	MD	4,200	State of Sergipe	José Carlos de Sousa		2¼	10	9½	8	Official	
	Folha da Manhã	1940	MD	5,000	Empr. Folha da Manhã Ltda	José Soares de Brito		1⅞	17½	11½	6	General	
	O Estado do Sergipe	1902	MD	2,500	União de Sergipe	J. Simões Britto		2⅛	15⅝	11⅛	4	General	
	O Nordeste		D										
	Sergipe Journal	1919	EDexSun.		Mario Cabral and P. Costa	Mario Cabral and P. Costa		2 3/10	19	13¼	4	General	4.00 cm.
Araraquara (28,270)	Correio da Tarde		ED										
	O Imparcial	1932	MD	2,000	Soc. Imparcial Ltda.	Antonio Silva		1¾	20¼	13	8	General	
Bagé (31,760)	Correio do Sul	1914	MD	4,000	Empr. Gráfica Correio do Sul	Goar Odize Duarte	João A. Ribeiro	2	20	14⅞	6-8	General	Anual Cr. $200.00
	O Dever	1900	MD	2,500	A. L. Dupont	A. Dupont		1 15/16	24	16¼	6	General	
Baía (293,280) (Address as Sao Salvador)	A Tarde		ED										
	Boletim Comercial		D										
	Diario da Bahia	1856	ED	8,000	Empr. A Noite	J. Carvalho Sá		1⅞	21	15	4	General	
	Diario de Noticias	1875	MD	16,000	S. A. Diario de Noticias	Odorico Tavares		1 13/16	22	15¼	8	General	
	Diario Oficial	1915	MD	4,000	Baía State Government	Dr. Heitor Dias					40	Official	
	Estado da Bahia	1933	EDexSun.		Empr. Ed. Estado da Bahia S. A.	Odorico Tavares		1 15/16	22	15¼	8	General	
Barbacena (19,470)	Cidade de Barbacena		D										
Baurú (33,420)	Correio da Noroeste	1930	MDexMon.	3,900	José Fernandes	Ophelis de Almeida Francoso		1⅞	17½	15	6	General	8 Cr. cm.
	Diario de Baurú	1946	MD	4,500	Diario de Baurú S. A.	Dr. Nicola Avallone Junior	L. Pinto de Oliveira	1¾	12⅝	7 col.		General	4.00 cm.
	Folha do Povo	1934	MD	3,000	Paulino Raphael	Paulino Raphael		1 13/16	18¾	13	4-6	General	
Belém (225,000)	A Vanguarda	1937	ED	2,500	Diarios Associados	João Calmon		2 3/10	19¼	13½	4	General	
	Diario Oficial		D									Official	
	Folha do Norte	1896	MD	25,000	J. Paulo A. Maranhão	J. Paulo A. Maranhão		1⅞	22	15	12	General	
	Folha Vespertina	1937	ED	15,000	J. Paulo A. Maranhão	J. Paulo A. Maranhão		1⅞	22	15	4	General	
	O Estado do Pará	1910	MD	10,000	Afonso Justo Chermont	A. J. Chermont	Eduardo Chermont	1⅞	22	15	8	General	2.00 cm.
	O Imparcial	1917	ED	3,000	Aoão Maranhão	João Maranhão		1⅞	20½	15½	4	General	
Belo Horizonte (340,000)	Diario da Tarde	1931	ED	12,000	Diarios Associados	Gregoriano Canedo		2	15½	10	6-8	General	
	Estado de Minas		MDexMon.	30,000	Diarios Associados	Gregoriano Canedo		2	22	15¾	10	General	6.00 cm.
	Folha de Minas	1933	MD	20,000	S. A. Folha de Minas	Walter G. Maciel		1⅞	19	13⅝	8	General	
	Minas Gerais	1892	MDexSun.	9,000	Minas Gerais State Govt.	Hermenigildo Chaves		2	15⅝	9⅞	12	General	5.00 cm.
	O Diario	1935	MDexMon.	26,000	Boa Imprensa S. A.	Henrique J. Hargreaves	Geraldo de Castro Vidigal	1⅞	21⅜	8 col.	12	General	22,00 cm.
Blumenau (14,230)	Cidade de Blumenau	1924	MDexMon.	3,000	Dr. Afonso Balsini	Dr. Achilles Balsini		2⅛	19	13¼	4	General	4.00 cm.
Botucatú (19,750)	Correio de Botucatu	1901	MD	5,000	M. Deodoro Pinheiro Machado	M. Deodoro Pinheiro Machado		2⅛	19½	13¼	4	General	5.00 cm.

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BRAZIL—Continued

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Campinas (78,910)	Correio Popular	1927	MDexMon.	8,600	Correio Popular S. A.	Luso Ventura	José de Oliveira Santos	1¾	21⅜	15⅞	8	General	6.00 cm.
	Diario do Povo	1912	MDexMon.	5,000	Empr. Jornalística Diario do Povo Ltda.	Benedito Rodrigues dos Santos-Washington Aquino Cardoso	Carlos Duarte de Oliveira	1⅞	21⅜	8 col.	8	General	9.00 cm.
Campo Grande (23,460)	Jornal do Comércio	1921	EDexSun.	2,500	Dr. Jaime F. de Vasconellos	Dr. Jaime F. de Vasconcellos		2⅜	17	11	6	General	
Campos (52,680)	A Cidade		D										
	A Noticia	1916	MD	3,000	Hervé Salgado Rodrigues	Barbosa Guerra	María Mannães de Andrade	2⅛	19½	12¾	6	General	4.00 cm.
	Folha do Comércio	1908	MD	3,500	Associacão Comercial de Campos			2⅛	21⅜	15⅜	4-6	Com., Ind., Agr.	
	Monitor Campista	1834	MD	8,400	Diários Associados	Carlos Rizzini	Alfredo Freitas	2⅛	22⅜	17⅝	4-6-8	General	
	O Dia	1924	MD	5,000	Cezar Tinoco	Cehil Tinoco	Joverson de Azevedo	2	20	13	4	General	30.00 cm.
Catanduva (17,070)	A Cidade	1930	MDexMon.	4,500	Gerardo Correia and Nayr de Freytas	Gerardo Correia	Gerardo Correia and Nayr de Freytas	1¾	17⅞	11¼	4-6	General	5.00 cm.
Corumbá (13,345)	A Tribuna	1912	MD	4,500	Vicente Bezerra Neto	Vicente Bezerra Neto		2⅞	19¼	13¼	4	General	
Cruz Alta (16,330)	Diario Serrano	1939	EDexSun.	5,500	Diario Serrano Publicidade Ltd.	Americo dal Forno and Prudencio Rocha	Americo dal Forno and Prudencio Rocha	1¾	20	15⅛	4-8	General	30.00 cm.
	Folha da Serra	1937	MDexMon.	4,000	Diario Serrano Publicidade Ltda.	Giolino Mardero		1⅞	19½	11¼	16-20	General	30.00 cm
Culbá (18,940)	Diario Oficial	1890	D	4,500	State of Matto Grosso	Jose Faria					8-16	Official	
	O Estado Matto Grosso	1938	MD	5,100	Arquimedes Lima	Gervasio Leite		2⅞	16¼	11	8	General	
Curitiba (137,000)	Correio do Paraná	1933	ED	6,000		Heitor Valente		1 13/16	19¼	13	8	General	
	Diario Oficial	1912	EDexSun.	1,500	Estado do Parará	Italo Domicio Borba		2¼	12½	10¾	12	Official	
	Gazeta do Povo	1919	MDexMon.	10,000	Empr. Graph. Paranaense Ltda.	Acir Guimarães	A. de Souza Naves	1 15/16	21¾	15½	6-10	General	
	O Dia	1922	MDexMon.	7,000	Empr. Ed. O Dia Ltda.	Breno Arruda	Miguel Rosa	1⅞	20⅜	13	8	General	
Florianópolis (25,250)	A Gazeta	1934	MDexMon.	11,300	Jairo Callado	Martinho Callado, Jr.	Orion A. Platt	2¼	20½	13¼	6-8	General	10.00 cm.
	A República	1927	MD	3,000	Empr. Graph. Ed. Ltda.			2⅛	18¾	13¼	8	General	
	Diario da Tarde		ED										
	Diario Oficial do Estado	1934	EDexSun.	2,000	Santa Catharina State Govt.	Batista Pereira						Official	
	O Estado	1935	MD	10,000		Alpino Flores		2⅞	19	13¼	6	General	
Fortaleza (280,000)	Correio do Ceará	1915	ED	12,000	S. A. Correio do Ceará	Orlando Mota		1 15/16	21¾	15⅞	4	General	
	Diario Oficial		D									Official	
	Gazeta de Noticias	1927	MD	5,000	S. A. Gazeta-de-Noticias Viuva Antomo Drumond	Olavo Euclides Araújo	E. E. Araújo	1⅞	16¾	26	12	General	8.00 cm.
	O Estado	1935	MD	3,250D 4,930S	Empresa "Editora "O Estado," Ltda.	Valterde Sá Cavalcanto		1 13/16	16	11	8	General	
	O Povo	1928	MD	12,000	Empresa O Povo Ltda.	Paulo Sarasate	J. R. Costa	2	20	16	8	General	
	O Nordeste	1922	ED	4,000	Empr. Editora S. Francisco	Luis Scupira	Mirtes S. Gomes	1⅞	16¾	11	8	General	
	O Povo	1928	EDexSun.	10,000	Empr. O. Povo Ltda.	Paulo Sarasate	José R. Costa	2	20½	15¾	6-8	General	5.00 cm.
	O Unitario	1903	MD	5,500	S. A. Correio do Ceará	Orlando Mota		1 15/16	21¼	15⅛	6	General	
Franca (21,020)	Diario da Tarde	1940	ED	6,000	José Chiachiri	José Chiachiri					6	General	
Garibaldi	Correio Riograndense		D										
Golania (9,280)	Brasil Central		D										
	Diario Oficial		D									Official	
Ilhéos (15,700)	Diario da Tarde		ED	4,000	Francisco Dorga								
	Ilhéos Jornal		D										
Irapetininga (13,000)	Tribuna Popular	1893	MD	2,000	A. Monteiro de Barros Bertoldi	A. Monteiro de Barros Bertoldi		2½					
Jaú (18,660)	Comércio do Jaú	1908	MD	1,830	Emprêsa Comercio-do-Jaú Ltda.	Manoel Porto	João Antonio Porto	2½	15⅞	6 col.	4-6	General	3.00 cm.
João Pessoa (72,230)	A Imprensa	1897	MD	5,000					16⅞	8		General	
	A União	1893	MDexMon.	5,000	Paraiba State Government	João L. de Luna Freire	M. Nacre	1 15/16	16½	11	12-16	General	
Joinville (20,000)	A Noticia	1922	MDexMon.	11,000	Empr. Jornalistica A Noticia Ltda.	Pedro Torrens & César A. de Carvalho	W. Werneck	1⅞	19¾	7 col.	8	General	6.00 cm.
	Jornal de Joinville	1919	MD	2,000	Eduardo Schwarz	F. G. Schwarz		2⅛	18¾	13⅛	6	General	
Juiz de Fora (72,250)	Diario da Tarde	1942	EDexSun.	8,000	S. A. Diario Mercantil	Renato Dias Filho	Renato Dias Filho	2	20½	15⅞	4	General	3.00 cm.
	Diario Mercantil	1912	MDexMon.	10,000	S. A. Diario Mercantil	Renato Dias Filho	Renato Dias Filho	2	20½	15⅞	4-6	General	4.00 cm.
	Gazeta Comercial	1924	MD	9,500	Editora Mineira S. A.	Theo Soubrinho		1¾	19½	17¾	8	Com., Ind., Agr.	
Lins (17,400)	Correio de Lins	1942	MNDexSun.	800	Carlos Scarpasi	Dr. O. Batista Pereira		1 13/16	15¾	11	4	General	
Livramento (20,000)	A Plateia		MD		M. Toscano Barroso	Domingos Labarthe	Ivo Moreira Borges	2	22	22	8	General	20.00 cm.
Maceió (85,950)	A Noticias	1930	ED	2,000	Jose Antonio Silva	Jose Antonio Silva	H. Silva		22½			General	
	Diario Oficial		D									Official	
	Gazeta de Alagôas	1935	MD	5,000	José Alfonso Cosado de Mello	José Alfonso Cosado de Mello		2 1/16	19½	14⅛	6	General	10.00-30.00 page.
	Jornal de Alagôas	1908	MD	5,000	Empr. Jornal de Alagôas S. A.	Dr. Ulises Braga Junior	Gastão A. Cavalcanti	1 9/16	22⅛	14⅝	6-8	General	4.00 cm.
	O Semeador		D										
Manáus (67,870)	A Reaccão		D										
	A Tarde	1936	ED	7,000	Aristófano Antony	Aristófano Antony						General	
	Diario da Tarde	1936	ED	5,000	Archer Pinto Ltda.	A. Archer Pinto		1 15/16	22¼	14¾	4	General	
	Diario Oficial		D									Official	
	Jornal do Comércio	1904	MD	6,000	Diarios Associados	João Calmon		2	21¼	16⅛	6	General	
	O Jornal	1930	MD	15,000	Archer Pinto Ltda.	A. Archer Pinto		1 13/16	22¼	14¾	6	General	
Marilia (24,790)	Correio de Marilia		D										
	Diario Paulista	1933	EDexSun.	2,000	J. Herculano Pires	J. Herculano Pires	Francisco de P. Ferraz Junior	1 13/16	20	13	4	General	
Natal (104,300)	A Oraem	1935	EDexSun.	3,000	Centro de Imprensa S. A.	Dr. Otto de Brito Guerra	Iolando Cosentino	1⅞	20½	13	7	Catholic	
	A República	1889	MDexMon.	8,000	Rio Grande do Sul State Govt.	Aderbal de França	José C. de Vascorcellos	1 13/16	15	11⅛	12	General	
	Diario de Natal	1939	EDexSun.	7,000	Empr. O Diario Ltda.	E. Varela & J. Calmon	D. Faiva Filho	1 13/16	17	11	8	General	
Niterol (175,000)	Diario da Manhã	1921	MDexMon.	10,000	Eugenio Borges	Eugenio Borges	A. de S. Lobo	1 15/16	19½	13¾	8	General	
	Diario Oficial		D									Official	
	O Estado	1919	MD	10,000	State Government	Oscar Fontanelle		1⅞	21⅝	15½	8	General	2.00 cm.
	O Fluminense	1878	MD	5,000	Luiz Azevedo	Luiz Azevedo		2	23½	17	6-10	General	

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Nova Friburgo	A Noticia		D										
Paraíba (105,000)	A União	1891	ED	3,000					18½	14	12	General	
Paraliba do Norte	A Imprensa	1897	MD	3,000	Archdiocese of Paraíba	Father Luis Gonzaga de Oliveira	Mons. Severino Miranda		19½	13	8	Gen'l (Rel.)	
Paranguá (13,010)	Diario do Comercio	1912	MD	3,000	Prefecture of the City	Cesalpino Passos						Official	
Paranaiba (22,570)	O Norte		D										
Passo Fundo (17,580)	Diario da Manhã	1935	MD	3,000	Tulio Fontoura	Tulio Fontoura		1 11/16	20	13½	4-6	General	
	O Nacional	1925	ED	2,500	Mucio de Castro	Mucio de Castro		2 1/16	19¾	13¼	4	General	
Pelotas (62,270)	A Opinião Pública	1896	EDexSun.	3,500	Grapica Diario Popular Ltda.	Victorino Patzer	Clayr Lobo Rochefort	1⅞	15½	10 8/10	8	General	10.00 Cr.$cm.
	Diario Popular	1890	MDexMon.	6,000	Graph. Diario Popular Ltda.	Victorino Patzer	Clayr Lobo Rochefort	1⅛	22	16	8	General	
	Folha do Povo		D										
	Jornal da Tarde	1949	YD	5,000	Vda. S. S. de Oliveira	Diogo S. de Oliveira	Cassiano Silveira	1 6/10	17½	11	4-6-8	General	
Petrópolis (46,830)	Jornal de Petrópolis	1923	MDexMon.	10,000	Empresa Grafica Diarios Reunidos Ltda.	Mario Aloisio Cardoso de Miranda	Georgino Sande Peres	1¾	21	15	8	General	20.00 cm.
	Tribuna de Petrópolis	1902	MD	10,000	Empresa Tribuna de Petropólis Ltd.	Guilherme Auler	Darcy Pain de Carvalho	1¾	20½	15	6	General	10.00 cm.
Piracicaba (49,820)	Diario de Piracicaba	1935	D	4,000	Emp. Diario de Piracicaba	S. Ferroz							
	Jornal de Piracicaba	1900	MDexMon.	3,500	Empresa "Jornal de Piracicaba"	Dr. F. Losso Netto	Eugenio L. Losso	1¾	19¾	13	4	General	14.00 cm.
Ponta Grossa (29,860)	Diario dos Campos	1906	MD	12,200	José Hoffmann	José Hoffmann and Oliveira	Ubaldino Stremel	2	16⅛	13½	8	General	
Porto Alegre (401,213)	Correio de Noite		ED										
	Correio do Povo	1895	MD	60,000D 105,000S	Empr. Vva. Caldas Junior e Cia., Ltda.	Breno Caldas	Alcides Gonzaga	1¾	21⅝	15⅝	18	General	30.00 cm.
	Diario de Noticias	1925	MDexMon.	46,000	S. A. Diario de Noticias (Diarios Associados)	Ernesto Correia & Salviano Nogueira Neto	Moacyr Ferreira Nobre	1¾	20	17	14-24	General	22.00 cm.
	Diario Ofical	1935	D&S	3,200	Governo do Estado do Rio Grande do Sul		Miguel Rodrigues Director	2½	20	10⅜	20	Official	Cr$15. cm-col.
	Folha da Tarde	1936	EDexSun.	36,000	Empr. Vva. Caldas Junior & Cia., Ltda.	Arlindo Pasqualini	Alfredo Obino	2	15	10½	24	General	15.00 cm.
	Folha da Tarde Esportiva	1949	MDexSun.	29,000	Empr. Vva. Caldas Junior & Cia., Ltda.	Arlindo Pasqualini	Alfredo Obino	2	15	10½		Sports	13.00 cm.
	Jornal do Dia	1947	MD	20,000	Sociedade-Propacadora Esdeva	Dr. Guy Rodrigo Azambuja	Geraldo J. P. de Bruin	2	18 8/10	13	8	General	
Recife (546,000)	Diario da Noite	1946	EDexSun.	22,000	Empr. Jornal do Comercio S. A.	Dr. F. Pessoa de Queiroz	Alcides Lopes	1⅞	20⅞	15½	6-8	General	10.00 cm.
	Diario de Pernambuco	1825	MD	25,000	Diarios Associados	Carlos Rizzini		2	20½	15		General	6.00 cm.
	Diario do Estado		D										
	Folha da Manhã	1937	MDexMon. EDex Sun.	20,000D 35,000S	Folha da Manhã S. A.	Dr. Paulo Germano de Magalhaes	Fernando Freitas Lihs	2	17	12	16	General	18.00 cm.
	Jornal do Commercio	1919	MDexMon.	‡27,000D ‡34,000S	Empr. Jornal do Commercio S. A.	Dr. F. Pessoa de Queiroz	Alcides Lopes	1⅞	20⅞	15½	10-12	General	10.00 cm.
	Jornal Pequeno	1897	ED	8,000	Empr. Jornal Pequeno Ltda.	Jota Soares		2⅛	22	15¾	6	Catholic	
Ribeirão Preto (47,900)	A Cidade	1905	MDexMon.	4,500	Orestes Lopes de Camargo	O. Lopes de Camargo	J. Lopes de Camargo	1¾	19¾	13	10-12	General	8.00 cm.
	A Tarde	1920	EDexSun.	1,950	Antonio Machado Sant'Anna	Adalberto Pajuabá	Edgard Machado Sant'Anna	1¾	20½	7½	4-6	Middle	8.00 cm.
	Diario da Manhã	1898	MDexMon.	7,000	Emprêsa Teatral Paulista Ltda.	Oswaldo de Abreu Sampaio	Oswaldo de Abreu Sampaio	1¾	20⅞	15⅜	8-12	General	8.00 cm.
	Diario de Noticias	1928	MDexMon.	6,000	Diocese of Ribeirão Preto	Mons. Dr. João Lauriano	P. E. Paulo H. Ribeiro	2¼	19¾	13	6-8	General	8.00 cm.
Rio Branco (6,610)	O Acre		D										
Rio Claro (23,590)	Diario do Povo		D										
	Diario do Río Claro	1886	MD	1,000	Irmãos Zoravde David	Zoravde David		1⅞	16½	11⅛	4	General	
Rio Grande (50,340)	Gazeta da Tarde	1941	EDexSun.	2,500	Artes Gráficas Gazeta da Tarde Ltda.	Didio C. Duhá and Bolivar N. Frazão	Dario Torres Martins	1⅞	19	15	4-6	General	
Rio Grande	O Rio Grande	1913	ED	1,200	Empresa Grafica Rio Grande Ltda.	Daoiz Costa de la Rocha, Hugo Dantas Silveira & Gilberto Cardoso	Jorge Luiz Susini	2	23⅛	19	4	General	
	O Tempo	1906	MDexMon.	2,000	Saul Porto	Saul Porto et al	Adalberto Pereira	2¼	23¼	15¼	4	General	3.00 cm.
Rio de Janeiro (2,303,063)	A Manhã	1941	MDexMon.	35,000D 90,000S	Empr. A. Noite	André Carrazoni	Almerio Ramos	2	21¼	14⅛	12D 32S	General	12.00 cm.
	A Noite	1911	EDexSun.	96,120	A Noite	André Carrazoni	Almerio Ramos	1⅞	21½	15⅜	8	General	25.00 cm.
	A Noticia	1894	ED	100,000	S. Editora e Impressora de Jornais e Rivistas S/A	Chagas Freitas	Dermeval Moura	1⅞	21¾	15⅛	8	General	Cr40.00 cm. $2.40 cm.
	A Patria		D										
	Brazil Herald	1946	MDexMon.	8,000S 6,000D	Editora Mory, Ltda.	Joseph F. Brown	Antonio Guedes Pinheiro	1 8/10	18	18	8-54	Eng.-speaking	$2.00 in.
	Correio da Manhã	1901	MD	70,000D 110,000S	Dr. Paulo Bittencourt	Dr. Manuel Paulo Filho	Dr. Mario Alves da Fonseca	1⅞	22¾	17	22D 80S	General	2.00 cm.
	Diario Carioca	1928	MDexMon.	40,000	S. A. Diario Carioca	Horacio de Carvalho Junior et al	Zelio Valverde	1¾	21½	17	12D	General	60.00 cm.
	Diario da Noite	1929	MDexSun.	‡129,391	S. A. Diario da Noite	Austregesilo de Athayde	Frederico Jacobsen	1¾	21¼	16½	14	General	50.00 cm.
	Diario de Noticias (6)	1930	MDexMon.	‡ 59,863D 120,000S	S. A. Diario de Noticias	João Portella A. Ribeiro Dantas	Almir Rodrigues Dantas	1⅞	19¾	15½	12D 36S	General	$3.10 in. D $4.20 in. S (min. 2 in.)
	Diario Popular		D										
	Gazeta de Noticias	1872	MD	8,000	S. A. Gazeta de Noticias			1 5/16	17¼	11½	12	General	
	Imprensa Popular		D										
	Jornal do Brazil	1891	MD	30,000D 50,000S	E. Pereira Carneiro	E. Pereira Carneiro		1 13/16	22	14⅞	16-50	General	
	Jornal do Comercio	1827	MDexMon.	32,000D 36,000S	Rodrigues & Cia.	Elmano Cardim	D. Coelho Fernandes	2½	23¾	18½	12-32	General	
	Jornal dos Sports	1931	MDexMon.	60,000D 80,000S	Mario L. Rodrigues Filho	M. L. Rodrigues Filho	Carlos Behring	2	21	15¼	4-6	Sports	

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Rio de Janeiro—Continued	O Dia	1951	MDexSun.	100,000D	Editora e Impressora de Jornais e Revistas S. A.	Othon Paulino de Santana	E. de P. Chagas Freitas	1 7/8	23 1/2	21	8	General	26Cr$1.50 cm.
	O Globo (6)	1925	EDexSun.	140,000D 145,000S	Empresa Jornalistica Brasileira S. A.	Roberto Marinho	Francisco Grael	1 7/8	21 1/2	13 1/2	24	General	$US. 8.35 in.
	O Mundo		D										
	O Popular		D										
	O Jornal	1919	MD-Sun.	70,000D 140,000S	Dr. Assis Chateauvriand Bandeira De Melo	Carlos Rizzini	Frederico Jacobsen	1 7/8	21 1/2	16 1/2	16D 40S	General	26.00 cm. (U.S.$1.30 cm.) Cr$40.00 Sunday cm.($2.00)
	O Radical	1932	MDexMon.	75,000D 90,000S	Suc. de Rodolfo de Carvalho	Georges Galvão	Carlos Nunes	2	19 3/4	7 col.	8D 12S	General	
	Tribuna da Imprensa	1949	ED	48,000	S. A. Editora Tribuna da Imprensa	Carlos Lacerda	Aluizio Alves	1 3/4	21	16 1/2	12	General	Cr$50. cm.
	Ultima Hora		ED										
	Vanguarda	1920	EDexSun.	35,000	S. A. A. Vanguarda			1 7/8	22 1/4	15 3/4	12-16	General	22.00 cm.
Rio Preto (24,340)	A Folha de Rio Preto		D			Marcelino Cavalieri							
	A Tarde		ED										
Santa María (39,490)	A Razão	1934	MD	8,000	Empr. A Razão Ltda.	Ernesto Correia and João Freire		2 1/16	22	15 1/2	6-8	General	
Santos (200,000)	A Tribuna	1894	MDexMon.	128,000D 138,000S	M. Nascimento Junior & Cía., Ltda.	M. Nascimento Junior	Guisfredo Santini	1 7/8	21 1/8	8	20-24	General	20.00 cm.
	Correio da Tarde		ED										
	O Diario	1934	MDexMon.	26,000	S. A. Diario Comercial	Oswaldo G. Aranha	O. G. Aranha	2	19 3/4	15 3/4	20	General	
São Gabriel (12,460)	O Imparcial	1931	ED	1,200	Marques Luz	Marques Luz		2 1/16	16 1/2	11	4-6	General	
São João del Rey (22,910)	Diario do Comércio	1938	MDexMon.	2,100	Empr. Diario do Comércio Ltda.	José Bellini dos Santos	João B. Lopes	2 1/4	17	10 7/8	4-8	General	3.00 cm.
São Luiz (59,480)	Correio da Tarde	1939	ED	6,000	Soc. Correio da Tarde Ltda.	Manuel Tavares Neives		2 3/16	17	11	4	General	
	Diario da Tarde	1931	ED	3,000				2 1/4	19	13 1/16	4	General	
	Diario do Norte	1937	MD	5,000D 8,000S	Diarios Associados	João Calmon		2 3/16	19	13 1/4	6	General	
	Diario Oficial		D									Official	
	O Globo	1939	ED	8,000	Diarios Associados	João Calmon		2 7/16	19	13 1/4	4	General	
	O Imparcial	1926	MD	4,000	Diarios Associados	João Calmon		2 7/16	19	13 1/4	4	General	2.00 cm.
	Pacotilha	1885	MD	5,000		Constancio Carvalho		2 1/8	19 1/4	13 1/4	6	General	
São Paulo (2,218,000)	A Gazeta Esportiva	1928	MDexSun.	140,000	Fundação Casper Libero	Carlos Joel Nelli		1 1/8	20	13 1/10	24	Sports	
	A Gazeta	1906	EDexSun.	100,000	Fundação Casper Libero	Miguel de Arco e Flexa	Carlos Joel Nelli	1 7/8	20	13 1/10	24	General	
	A Noite	1942	ED	15,000	Empr. A Noite	José Lima		1 1/4	21	14 1/4	12	General	
	Correio Paulistano	1854	MDexSun.	20,000	S. A. Correio Paulistano	Cyrillo Junior	Dr. J. M. de O. César	2 1/4	19 7/8	14 1/2	16	General	
	Diario da Noite	1924	MNEDexSun.	70,000	Diários Associados	Edmundo Monteiro		2	19 3/4	13	10	General	22.00-100.00 cm.
	Diario de São Paulo	1929	MD	173,769D 196,747S	Diários Associados	Alvimar Caldas	J. N. Carvalho	2	19 3/4	13 3/4	16	General	32.00-100.00 cm.
	Diario Popular	1885	EDexSun.	25,000	J. M. Lisboa & Cía., Ltda.	Dr. José María Lisboa Junior & Dr. Rodrigo Soares Junior		1 7/8	21 1/2	15	16	General	
	Folha da Manhã	1925	MDexMon.	90,000 125,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al	Salvador Cosi Pintaudi	1 3/4	22	10 col.	16-18D 40-46S	General	64 cm.
	Folha da Noite	1921	EDexSun.	80,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al	Salvador Cosi Pintaudi	1 3/4	22	8 col.	10-12D 18-20	General	20.00 cm.
	Folha da Tarde		EDexSun.	130,000 150,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al.	Salvador Cosi Pintaudi	2	22	8 col.	20	Men	25 cm.
	O Dia	1932	MDexMon.	30,000	Empr. Graf. O Dia Ltda.	Eduardo Palmeiro	Mario Pati	2	21 1/4	16 3/4	8	General	1.30 cm.
	O Diario		D			Moacyr Dias							
	O Esporte	1938	MDexSun.	52,000	Denner Medici & Lido Piccinini	Denner Medici & Lido Piccinini	Tito Batini	1 3/4	16 1/2	10 3/4	8-16	Sports	7.00 cm.
	O Estado de São Paulo	1875	MDexMon.	60,000	S. A. Estado de São Paulo	Pelegio Lobo		1 3/16	23	16 3/4	14	General	
São Roque	O Demócrata		D										
Sorocabá (48,590)	Cruzeiro do Sul	1903	MDexMon.	8,000	Editora Cruzeiro do Sul S/A	Hélio da Silva Freitas	Paulo Breda Filho	1 7/8	17	11 1/4	8	General	Cr$10.00 cm
Therezínha (35,250)	Diario Oficial	1930	MD	2,400	Piaui State Government	Lino Correia Lima		2	12	11	8	Official	
	O Tempo	1932	ED	3,500	Claudio Pacheco	Claudio Pacheco		2 1/4	16 1/2	11	4	General	
Teófilo Otoni	O Nordeste Mineiro		D										
Uberaba (55,000)	Lavoura e Comércio	1899	EDexSun.	6,200	Empresa Gráfica "Lavoura e Comercio, Ltda.", Director: Quintiliano Jardim	Brasilino Siviere	Murilo Jardim	1 3/16	20 1/2	15 5/16	6	General	6.00 cm.
	O Triángulo	1928	MDexSun.	8,500	O Triángulo S. A.	Rubens Pontes	Cauby Naves	2	19 3/4	13	6	General	6.00 cm.
Uberlandia (36,000)	Correio de Uberlandi	1937	EDexSun.	3,000D	Empr. Graf. Correio de Uberlandia	Dr. Jacey de Assis	Albano de Morais	2 1/16	18 3/4	13 1/4	4	General	Cr$9.00 cm.
Vitoria (42,870)	A Gazeta	1925	EDexMon.	4,600	S. A. Gazeta	Rosendo S. Souza Filho et al.	Argeu R. Lorenzoni	1 7/8	19 3/4	13	6-12	General	4.00 cm.
	A Tribuna	1938	MEDexMon.	5,000	Grafica A Tribuna S. A.	Rosendo Serapião de Sousa Filho	Octavio Lisbôa	1 7/8	17 3/4	12	8	General	12.00 cm.
	Diaria da Manhã	1906	MD	5,000	Espíritu State Government	Elpidio Pimentel		1 7/8	21 7/8	15 3/4	8-12	General	
	Diario Oficial		D									Official	

BRITISH GUIANA, SOUTH AMERICA (414,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Georgetown (90,000)	Guiana Graphic		D	3,500D 14,000S	F. A. Persick Ltd.	W. S. Jones, Chairman	E. G. Rawlins	2 1/4	22 1/2	17 3/4	8D 16S	General	$ .80 in. D $1.20 in. S (US cy.)
	The Daily Argosy (4)	1880	MD	13,500S 3,500D	The Argosy Company Ltd.	Percy C. Wight	Cyril P. Wight	2	22	18	6-8D 16S	General	$1.50 in., US currency
	The Daily Chronicle (4)	1881	MD	12,000D 19,000S	The Daily Chronicle Ltd.	C. D. Delph		1 7/8	22 1/2	17	8D 12S	General	$1.20 in. D $1.80 in. S (US Cy.)

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

BRITISH HONDURAS, CENTRAL AMERICA (62,000)

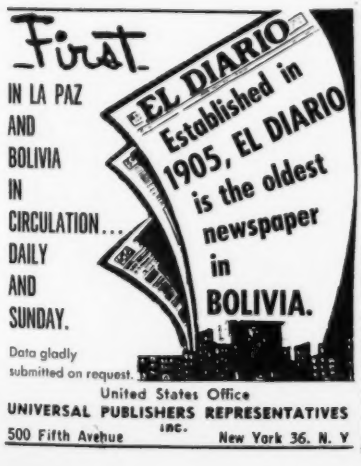
Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Belize (27,870)	Belize Billboard (4)	1946	ED	2,050				2¼	13	4 col.		General	.35 in US cy
	Daily Clarion	1897	ED	1,200					16	11		Mid., Upper	

CHILE (5,885,083)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Antofagasta (80,000)	El Abecé	1920	D	8,000-9,000	Soc. Per. Del Norte Ltda.	Juan Naujart Cortes	Federico Ayala	2	19¾	13¾	8	General	$50.00 cm.
	El Mercurio de Antofagasta (4)	1906	MD	25,000	Soc. Chilena de Publicaciones y Comercio S. A.	Tito Castillo	Alberto Barrera O.	1⅞	20½	15⅝	8	General	45 cm.
Arica (14,060)	La Gaceta	1940	EDexSun.	1,800-2,200	Carlos Damián Iglesias Rojas	C. D. Iglesias Rojas	Nora Iglesias R.	1⅞	19	13	6	General	12 cm.
Chilián (42,820)	La Discusión	1870	MD	6,000	Alfonso Lagos Villar	Alfonso Lagos Villar	Mercedes Villegas C. de la C.	2	19¾	13⅞	8	General	27¢ in.
Concepción (100,000)	Crónica	1949	ED	20,000	Diario "El Sur" S. A.	Eduardo Moreno	Espildora	1¾	14½	8¾			30¢ in.
	El Sur	1882	MD	38,000	Diario "El Sur" S. A.	Armanda Lazcano Herrera		1¾	20½	13⅞	8	General	50¢ in.
	La Patria	1923	MD	30,000	Soc. Periodística del Sur S. A.	Alfredo-Pacheco Barrera	Mario Coddou G.	2	20½	16	16	General	U.S.$0.25 cm.
Coplapó (15,690)	El Amigo del País	1872	MD	3,500	P. Conservador	Jose L. Sepòlveda M.	Jaine Sepòlveda J.	1⅝	19 6/10	15	8	General	8.00 cm.
Coquembo (25,000)	El Norte		D	1,500									
	El Regional		D	2,500	Eduardo Sepúlveda W.								
Curicó (21,150)	La Prensa	1898	MD	4,500	Emp. Periodística Curico Ltda.	Enrique Espinosa Perezdetudela	Jorge Lazcand Valdes		21¾	15½	8	General	16.00 cm.
Iquique (38,000)	El Tarapacá	1894	MD	5,000	So. de Publicaciones El Tarapaca S. A.	Eduardo Sepulveda W.		2	20½	13⅞	4	General	8.00 cm.
La Serena (35,000)	El Día	1944	D	2,500D 3,000S	Arzobispado-de-la-Serena	Ricardo-Peralta P.	Ric. Peralta P.	2	20		4	General	20.00 cm.
Linares (17,110)	El Heraldo	1937	DexMon.	800					21¾	15	4	General	
Los Angeles	Las Noticias		D	2,000									
Osorno (25,070)	La Prensa	1917	MD	10,000	Soc. Periodística del Sur, S. A.	Berni Wagner Frotscher	Eliodoro Cagnian Rojas	1¾	20	14½	12	General	
Ovalle (20,000)	El Tamaya	1876	EDexSun.	1,500	Gustavo Ross S. M. et al.	Armando Díaz Castillo	Arnoldo Toro Segovia	2	19½		4	General	15 cm.
	La Provincia	1936	MD	4,500	Luis Méndez Mella	Luis Méndez Mella	Edwardo Meza C.	1¾	19½	12½	6	General	15 cm.
Puerto Montt (30,000)	El Llanquihue		MD	3,190D 3,630S									
Punta Arenas (29,880)	El Magallanes	1894	EDexSun.	4,500	Soc. Per. El Magallanes Ltda.	Alfredo Andrade Bórquez	A. A. Bórquez	2½	19¾	15	8	General	30 cm.
	La Prensa Austral	1938	MDexSun.	4,180D 5,020S	Empr. de Publ. Austral S. A.	Carlos Aracena Aguayo	Enrique Donoso B.	1⅞	19¾	7 col.	8	General	5.00 cm.
Quillota (17,230)	El Diario	1899	ED		Lucila Calderón	Lucila Calderón		2¾	19¾	14¼	4	General	
Rancagua (38,420)	El Rancaguine	1915	ED	10,000	Miguel González Navarro	Héctor Gonzáles Valenzuela	Miguel González Navarro	1¾	14	8½	10	General	20 cm.
San Felipe	El Trabajo		D										
	La Voz de Aconcagua		D										
Santiago (1,000,000)	Diario Oficial		MD	10,000	Emp. Periodistíca "La Nacion," S. A.	Carlos Iturriaga Sepulveda	Antonio Perreira Medina	3½	13½	12	8	General	
	El Debate	1951	EDexSun.	25,000	Soc. de Publicaciones "El Tarapaca"	Octavio Marfán Jaramillo	Samuel Baez Dorador	11 picas	14½	11	16	General	$50 cm.
	La Tercera de la Hora		D	75,000	German Pico Cañas and Raul Jaras	Agustin Pico Cañas	Luis Reyes Rojas	2			16	General	60 cm.
	El Diario Ilustrado (6)	1902	MD	58,000D 67,000S	Empr. Por. Diario Ilustrado de Chile, S. A.	Luis A. Silva S.	Enrique Silva Rivera	1 3/10	22½	15	18-26D 28-40S	General	$2.30 in. D $3.45 in. S
	El Imparcial	1926	ED	25,000	Imparcial S. A.	A. Altamirano G.		1⅞	13½	5 col.	20	General	1.00 in.
	El Mercurio (4)	1900	MD	105,000D 110,000S	Empr. El Mercurio S. A.	G. Perez de Arce	L. Brain	1¾	20¾	8 col.		Upper, Mid.	75.00 cm.
	La Nación (20)	1917	MD	70,000D 110,000S&M	Empr. La Nación S. A.	Ramón Cortés Ponce	Antonio Ferreira	1¾	20½	14¾	36-48	Upper	$0.00 cm. D $6.50 cm. S
	Las Noticias de Ultima Hora	1943	ED	25,000	Carlos Becerra Francino	Ernesto Mellibosky	A. Nef	1¾	13⅞	9½	16	Middle	8.00 cm.
	La Segunda (4)		EDexSun.	40,000D 55,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux	L. Brain	1¾	15½	8¾		General	7.80 cm.
	Las Ultimas Noticias (4)		NDexSun.	45,000D 60,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux		1¾	15½	8¾	18	General	18 cm.
	La Tarde		ED	1,000	Mario Planet Rojas	Mario Planet Rojas							
	Noticias Graficas	1944	ND	40,000	Antonio Poupin Gray	A. Castillo Cerda		2	19¾	15	16	General	$2.00 cm.



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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

CHILE—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Talca (50,460)	La Mañana	1906	MD	3,000	Vicente E. Rojas Labarca	Vicente E. Rojas Labarca		1¾	20½	14⅝	8	Com., Ind., Agr.	27¢ in.
Tal Tal (5,660)	La Razón	1909	ED		Carlos Thompson	Carlos Thompson		2⅛	18⅞	6 col.	6	General	
	La Voz del Pueblo		D										
Temuco (45,000)	El Diario Austral	1916	MD	30,000	Soc. Per. del Sur S. A.	Raul Gallardo Llara	Pedro Enriquez	2	21	15	4-16	Com., Ind., Agr.	50¢ in.
	El Sur	1945	MD	15,000	Diario El Sur, S. A.	Walterio Gonzalez Moraga		1¾	21½	14½	12-14	General	20¢ cm.
Tocopilla (15,520)	La Opinión	1931	EDexSun.	1,000	José Ramírez Esquivel	J. Ramírez Esquivel		2¼	13	8¾	6-8	Independent	
	La Prensa (4)	1924	MD	3,000	Soc. Chilena de Publicaciones	F. Murillo I.		1⅞	20½	15⅝	8	General	30 cm.
Valdivia (55,500)	El Correo de Valdivia	1895	MD	6,000	Soc. Per. del Sur S. A.	Victoriano Mora E.	E. Cognan R.	1⅝	22⅛	15¾	10	General	46¢ in.
	La Notica del Dia		D										
Valparaiso (209,945)	El Heraldo	1888	MDexSun.	1,500	Capitalizadora Nacional "Capitanac"	Roberto Valle Ferro	Gustavo Roger Morande	2	12½	10½	6	General	18 cm.
	El Mercurio (4)	1827	MD	39,261	Empr. El Mercurio S. A.	Joaquín Lepeley	Heriberto Goetz	1⅞	21	15	16D 28S	General	85 cm.
	Gaceta de la Navegación	1912	DexSun.	2,500	F. C. Wittemann K.	F. C. Wittemann K.					4	Shipping	
	La Estrella (4)	1920	EDexSun.	15,000	Empr. El Mercurio S. A.	Joaquín Lepeley	Heriberto Goetz	1¾	14½	11½	20D 28S	General	55 cm.
	La Unión (6)	1885	MD	28,000D 40,000S	Soc. Fernando Silva	Alfredo S. Carvallo	E. Escudero (mgr.)	15	23	14	16-24	Upper	$1.90 in.

COLOMBIA (11,477,495)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barranquilla (224,430)	El Heraldo (4)	1933	MDexSun.	‡27,500	El Heraldo, S. A.	Dr. Juan B. Fernández	José Vengoichea de Castro	2	20½	16½	8-16	General	3.75 in.
	El Nacional (13)	1945	EDexSun.	30,000	Editora Barranquilla S. en C.	Julian Devis E.	Guillermo Jarufe	2	20	16½	12-16	Liberal	2.50 in.
	La Prensa (6)	1928	MDexSun.	‡20,000D	Martínez Aparicio, Ltda.	Carlos Martínez Aparicio	Antonio Martínez Aparicio	2	21¼	17	12-16	General	$1.50 in.
Bogotá (643,187)	Diario de Colombia (4)	1952	MD	78,000	Diario de Colombia, S. A.	Gilberto Alzate Avendado and Juan Uribe Culla	José María Baldovi	2	21½	16	16	General	$2.40 in.
	Diario Gráfico (13)	1950	MDexSun.	30,000	Diario Gráfico Soc. Ltda.	Guillermo Gómez Moncayo		2	16	10	24	General	4-20 dep. on location
	Diario Oficial	1864	MDexSun.	9,400	Gov't of Colombia	S. Correal-Torres						Official	
	Eco Nacional	1948	MD	8,000		Gilberto Alzate A.	Luis Morales C.	2	20¼	16½		General	$3.00 in.
	El Espectador (6)	1887	EDexSun.	64,011(occ)	El Espectador Ltda.	Guillermo Cano	Luis Gabriel Cano	2	21¾	16	16	Liberal	$7.50 in.
	El Tiempo (21)	1911	MD	150,000D 200,000S	Eduardo Santos	Roberto Garcia Pena	Abdon Espinosa Valderrama	2	21	16	24	General	9.00 in.
	La Republica (13)	1954	MD	30,000	Ed. El Globo	Silvio Villegas	Alfonso Gomez Villegas	2	20	16	16	General Conservative	6.00 in.

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

COLOMBIA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Bucaramanga (80,000)	Diario de Oriente	1949	MD	5,000			Luís Castenelli					General	
	El Deber (13)	1923	MD	5,000	Juan C. Martínez	M. Serrano Blanco		2¼	18	11¼	8-12	General	1.00 in.
	El Frente (13)	1942	MD	18,000	Gómez Mejía Hermanos	Gustavo Gómez Mejía	Ciro Gomez Mejía	2	20	17	8	General	$3.00 in.
	Vanguardia Liberal (6)	1919	EDexSun.	14,000	Alejandro Galvis Galvis	A. Galvis Galvis	M. del C. Gómez Lara	2¼	20½	15½	8	General	$1.20 in.
Cali (220,000)	Diario del Pacífico (6)	1925	MDexSun.	20,000	"Diario del Pacífico" S. A.	Dr. G. Borrero Olano	J. Borrero Olano	2	21	16	12	General	$1.60 in.
	El Crisol	1932	MD	15,000	Rafael I. Rodríguez R.	Gabriel E. Rodríguez R.		2	16	14	8	General	3.00 in.
	El País (13)	1950	MD	18,500	Alfredo Lloreda	Dr. Silvio Villegas and Dr. José Hugo Ochoa	Marino Dávalos	2	20	16½	12	Conservative	3.00 in.
	Relator (32)	1915	EDexSun.	25,155	Empr. Ed. "Relator," Ltda	Jorge and Hernando Zawadzky	Ernesto Zawadzky	2	20	17	10	General	4.00 in.
Cartagena (106,820)	Diario de la Costa (4)	1916	MDexMon.	12,500	Suc. de Carlos Escallón	Rafael Escallón Villa	Pedro Flórez M.	2	20	16	8-12	General	2.50 in.
	El Pueblo		MD	4,875	Laurina, Vicente, Simon Martinez	Vicente Martinez	Julio Lorduy	2	16		8	General	3.00 in.
	El Figaro	1936	EDexSun.	7,000	Empr. El Fígaro Ltda.	Eduardo Lemaitre	Rafael Castellón	2	20	16¼	10	General	25¢ in.
	El Universal (13)	1948	MD	15,000	D. López Escauriaza	D. López Escauriaza	Francisco de Bustamante	2	20	16½	8	General	2.50 in.
Cienaga	La Batalla		D	1,000	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	2½	19	14	4-6	General	Variable
Cucuta (77,480)	Comentarios	1922	MD	2,000	José Manuel Villalobos	José Manuel Villalobos			17¾	12¼	4	General	18¢ in.
	Diario de la Frontera		D	11,000	Luis Parra Bolivar	Luis Parra Bolivar	Jaime Sotomayor	2	18	12½	10	General	2.00 in.
	Sagitario		MDexSun.	4,500	Montegranario Sánchez	M. Sánchez		2¼	17	11	8-10	General	80¢ in.
Girardot	El Diario		D	2,000	Jose J. Niño Espinosa	Jose J. Niño Espinosa		2	17½	12½	6	General	1.50 in.
Ibagué	Tribuna (4)	1949	MD	30,000	Hector Echevarry Cardenas	Hector Echevarry Cardenas	Guillermo Lentino	2	21	8 col.	12	General	
Manizales (120,000)	La Patria (4)	1921	MD	19,000D 20,000S	José Restrepo Restrepo	Dr. Hernán Jaramillo M.	Berardo Giraldo A.	2	20½	17½	12-16	Conservative	4 pesos in.
Medellin (237,022)	El Colombiano (13)	1912	MD	38,000D 40,000S	Julio C. Hernández	F. Gómez Martinez		2	21	16¾	16	Conservative	5.00 pesos in.
	El Correo (4)		D	20,000	Ed. El Heraldo	Antonio Panesso Robledo	Jorge Delgado Giraldo	2		16		General	2.00 in.
	El Diario	1930	EDexSun.	21,914	Eduardo Uribe-Escobar	Eduardo Uribe-Escobar	Fernando Uribe Senior	2	20½	16	10	General	3.50 pesos in.
	La Defensa	1919	EDexSun.	27,000	"La Defensa" Ltda.	Roberto Ocampo Alvarez	Leonardo Toro Montoya	2	20¼	16½	8	General	5 pesos in.
Palmira (21,230)	Nueva Patria	1929	EDexSun.	3,000	Américo & Antonio Kuri	Américo Kuri	I. E. Arciniegas P	2½		5 col.	6	Agr., Com.	25¢ in.
Pasto (63,430)	El Derecho	1928	MD	5,000	Ed. El Derecho Cía., Ltda.	Alfredo Burgos O.	E. F. Mazuera	2½	16	11	6	General	0.60 in.
	El Radio	1933	MDexSun.	3,000	Carlos C. Puyana	Libardo Guerrero Muñoz	Blanca N. Lasso	2	17	14	4	General	1.50 pesos in.

EL UNIVERSO

El Mayor Diario Nacional Por su Seriedad, Prestigio y Amplio Noticierismo; Por la Calidad de Sus Escritores y Moderna Organización; Su Circulación y Maquinárias Son Las Mayores Del País

GUAYAQUIL—ECUADOR

. . . EL UNIVERSO has been the leading newspaper in Guayaquil for 34 years.

. . . Listed below are the official figures covering importations of newsprint by the newspapers of Guayaquil for year 1954.

El Universo	6,586 rolls	1,983,846 kilos
All other Guayaquil newspapers combined	1,672 rolls	492,239 kilos
Totals	8,258 rolls	2,476,085 kilos

. . . Please note that EL UNIVERSO consumed approximately 82% of the total newsprint importations. The other newspapers combined only used 18%.

. . . EL UNIVERSO is the only newspaper in Guayaquil carrying a classified advertising section. Theatres confine their advertising exclusively to this publication—and the obituary advertisements are carried by EL UNIVERSO to the exclusion of all other media.

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Inter American Press Association

AVERAGE NET PAID

	Weekdays	Sundays	Other
1st Quarter	37.236	40.769	
2nd Quarter			
3rd Quarter			
4th Quarter			

AUDIT REPORT

1. Newspaper or magazine El Universo
2. City Guayaquil
3. Country Ecuador
4. Year established September 16, 1921 (See Para. 17)
5. When published Morning daily
6. Type of periodical General news.
7. Report for 3 months ending September 30, 1954

8. Average net paid circulation by zones and distribution methods	AVERAGE NET PAID CIRCULATION Weekdays	Sundays	Weekly or Fortnightly	Monthly
CITY ZONE				
a. Dealers or agents	24.577	28.045		
b. Street vendors	32	32		
c. Subscriptions	2.617	2.889	(See para. 17)	
d. Other				
e. TOTAL City Zone (Pop: 331.942)	27.226	30.966		
RETAIL TRADING ZONE				
f. Dealers or agents				
g. Street vendors				
h. Subscriptions				
i. Subscriptions				
j. TOTAL Retailing Trading Zone (Pop:)				
k. TOTAL City and Retail Trading Zone (Pop:)				
ALL OTHER ZONES (see Par. 18)				
l. Dealers and agents	6.891	6.664		
m. Subscriptions	139	139		
n. Other	2.980	3.000	(See Para. 17)	
o. TOTAL All Other Zones	10.010	9.803		
p. TOTAL NET PAID excluding bulk	37.236	40.769		

Circulation figures do not show sample copies distributed gratis to libraries, consulates, employees, exchanges with other publishers.

COLOMBIA—Contined

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Pereira (30,760)	El Diario	1929	EDexSun.	2,000	Emilio Correa Uribe	Emilio Correa Uribe	Silvio Mejia	2	18	6 col.	8	General	5 pesos in.
	El Imparcial (13)	1948	D	5,000	Talleres Imparcial	Rafael Cano Giraldo	Bolívar Segovia				8	General	$1.00 in.
Popayán (35,960)	El Liberal	1938	MDexMon.	3,000	Ed. El Liberal, S. A.	Próspero Calvache R.	Carlos E. Lasso	2	20	15	6	General	3.00 pesos in.
Santa Marta	El Estado	1921	D	2,000	Empr. "El Estado"	Gabriel Echeverria	Gabriel Echeverria					Liberal	
	El Libertador (13)		D		Ed. Bolivar	Alfredo Riascos & Armando Zabaraín	Hisle Contreras					General	3.00 in.

COSTA RICA (800,875)

Colón

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San José (109,693)	Diario de Costa Rica (7)	1919	MDexMon.	22,000	Otilio Ulate	Quitario & Mariano Sanz Soto	M. Acosta	2	21½	16	16	General	80¢ in.
	La Hora (7)	1932	EDexSun.	13,000	Otilio Ulate	Calvo Navarro	Calvo Navarro	2	15	5 col.	8	General	25¢ in.
	La Nación (4)	1946	MDexMon.	20,495	La Nación, S. A.	R. Castro Beeche	Juan José Cañas	2	16	10	16	General	$US 1.00
	La Prensa Libre (4)	1888	EDexSun.	12,500	La Prensa Libre, Ltda.	Andrés Borrase S.	Max Cedeno B.	2	16	13½	12-24	General	60¢ in.
	La República (13)	1950	MDexMon.	12,800	La República, S. A.	Alberto F. Cañas	Prudencio Sayagues	2	20	16	8	General	

ECUADOR (3,202,757)

Sucre

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ambato (21,690)	Crónica	1938	MD	1,500	Crónica, S. A.	Tarquino Toro Navas	Gladys Molina Gómez	1¾	16	12½	8-10	General	2.50 cm.
	La Tribuna		D			Aniceto Jordán							
Bahía de Caráquez (8,600)	El Globo	1911	MDexSun.	3,500S	Herederas del Sr. Carlos B. Palau	Carlos Palau Jignénez	Lucía de Centeno	2	14	10	4-6	General	2.50 cm.
	Nuevo Mundo	1943	MD	5,000	Heraclides Marín Santos	Ruben Marín Barreiro		2	15½	5 col.	4	General	0.20 cm.
Cuenca (52,520)	El Mercurio	1924	MD	5,000	Nicanor Merchán	Nicanor Merchán		2	22	7	10-12	General	0.80 cm.
	El Grito	1949	D		Saul E. Mora								
Esmeraldas	El Cosmopolita	1949	MD	5,000	Jorge D. Jalil	J. D. Jalil	J. D. Jalil					Liberal	
Guaranda (15,600)	Juventudes		D										
Guayaquil (265,000)	El Telégrafo (6)	1884	MD	22,000D 23,000S	Cia. An. Telégrafo	M. E. Castillo y Castillo	J. Santiago Castillo	2	21¼	16	12 D 16-24S	General	$0.75 in. D $1.00 in. S
	El Universo (4)	1921	MD(occ) (occ)	37,236D 40,769S	S. A. El Universo	Dr. Sucre Pérez Castro	Ismael Pérez Castro	2	21¼	16¼	18-22D 40-44S	General	US. $1.35 in. US. $1.50 in.
	La Hora (7)	1948	EDexSun.	20,000D 23,000S	Ed. Ecuatoriana C. A., S. A. Comercial Industrial Ecuatoriana	Vicente Paz Ayora	David Huerta C.	2	14	10	16	General	4.00 cm.

LA NACIÓN

SAN JOSE, COSTA RICA

- *Leading newspaper in Costa Rica (daily mornings).*
- *Independent politically.*
- *Greatest circulation amongst the able-to-buy classes.*
- *Read by men and women.*

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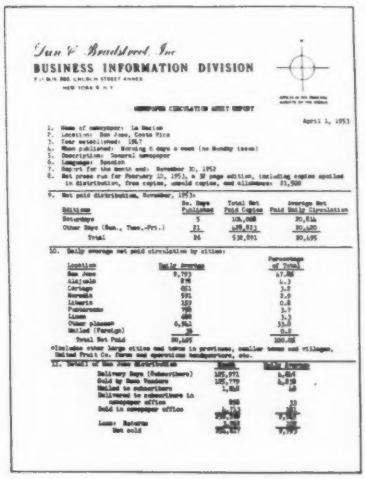
Ayer & Broadstreet, Inc
BUSINESS INFORMATION DIVISION
NEWSPAPER CIRCULATION AUDIT REPORT
April 1, 1953

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Avenue, New York 20, N. Y.

Golden Anniversary

EL COMERCIO

DAILY MORNING
(Maria Moors Cabot Award, 1944—
Mergenthaler Freedom of the Press Award, 1954)

The leading newspaper in ECUADOR, will complete on January 1st, 1956

50 Years

of continued, progressive, democratic and independent journalism which have placed it among the great dailies in Latin America.

To meet the ever increasing demand for advertising lineage EL COMERCIO is printing an average of 20 pages on week-days and 38 on Sundays.

Its expanded organization has made imperative the construction of a new and modern building which will be completed by the end of the year.

Compañía Anónima EL COMERCIO also edits

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

ECUADOR—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Guyquil—Continued	La Nación (7)	1879	MDSun.	21,500 23,200		Vicente Paz Ayora	David Huerta C.	2½	21½	16	12D 32S	General General	4.00 cm. 1.20 inch
	La Prensa	1923	EDexSun.	10,000	Pompilio Ulloa Reyes	Pompilio Ulloa Reyes	Miguel Ulloa Figueroa	2	26½	15¾	8	General	4.00 cm.
Ibarra	El Tiempo	1948	D			Miguel Angel Rosales							
	La Verdad	1944	D	1,000	Sociedad Cardija	Dr. Jaime Vasquéz Játiva					8		
Loja	El Crisol	1945	D			Serafin Gómez							
	La Opinion del Sur	1949	D		Lic. Rafael Villavicencio								
Manta (200,000)	El Mercurio	1925	MDexMon.	2,500	Gil Delgado P.	Gil Delgado P.		2	15	12⅝	4	General	0.10 cm.
Portoviejo (14,000)	El Diario Manabita	1934	MD	2,800	Pedro Zambrano Barcia	Pedro Zambrano B.	Inés Zambrano I.	2	13	12	4	General	2 cm.
	La Provincia	1928	MD	1,200	Pedro Pablo Ramírez M.	Pedro Pablo Ramirez M.	P. P. Ramírez M.	2	12⅝	5 col.	4	General	
Quito (215,416)	El Comercio (4)	1906	MD	32,550D 38,200S	Carlos Mantilla Jácome	Jorge Mantilla O.	Jorge Jurado	2	21¼	17	16D 24S	General	$1.35 in. D $1.50 in. S
	El Día	1913	MD	20,000	Mario Jaramillo	Mario Jaramillo		2	19¾	17	4-6	General	50¢ in.
	El Nacional	1949	MD		Manuel Granja Cevallos		Luis Martínez Moran						
	La Tierra	1945	MDexMon.	7,500 7,600 9,000S D	Socialist Party of Ecuador	Jorge W. Cevallos Salas	J. W. Cecallos S.	2	18	12	4	General	U.S.$1.00 inch.
	Ultimas Noticias (4)	1937	EDexSun.	11,330	Carlos Mantilla J.	Jorge Mantilla O.	Jorge Jurado	2	17	11	12	General	50¢ in.
	El Sol (7)	1950	MD-Sun.	17,000	Editora "El Sol," S. A.	Gonzalo Leon Vidal	Ghayer Waldo	2	21	16½	12	General	.75 inch(US)D 1,00 inch (US) S.

EL SALVADOR (1,855,917)

Colón

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Salvador (161,951)	Diario Oficial	1847	EDexSat., Sun.	1,700	Federal Government	Luis Rivas Cerros	Luis Felipe Martínez	6	10	9	36	Official	Depends on object advertised
	El Diario de Hoy (6)	1936	MD	32,000D 42,000S	N. Viera Altamirano	N. V. Altamirano	R. de Clairmont Dueñas	2	14	11½	34-52	General	$1.40 in. D $1.90 in. S
	Diario Latino (7)	1890	MDexSun.	14,750	Miguel Pinto	Miguel Pinto	Jorge Pinto	2	20	16	12D 24S	General	80¢ in.
	El Gran Diario-La Nación (20)	1923	EDexSun.	12,450D 18,500Th.& Sat.	Rubén Membreño	Rubén Membreño	Rubén Membreno, Jr.	2	13¾	10⅝	12-16	General	$1.00 in. D $1.20 in. Th. & Sat.
	La Prensa Gráfica (21)	1915	MDexMon.	32,485D 45,897S	Dutriz Hermanos	José Dutriz, Jr.	Rodolfo Dutriz	2	14	10	28	General	in 1.40 D 1.90 S
	Tribuna Libre (13)	1933	MDexMón.	19,843	Tribuna Libre S. A.	Miguel A. Magaña	Miguel A. Chacón	2	21	16	8D 16S	General	1.00 in.

LA PRENSA

AL SERVICIO DE LA VERDAD Y LA JUSTICIA

Managua, Nicaragua

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. . . only newspaper in Nicaragua that has consistently furnished outside authentic audits of its circulation.

. . . La Prensa is the first paper in Nicaragua in circulation, prestige and selling power. Recently purchased a rotary press in order to cover the greatest circulation ever obtained by a newspaper in Nicaragua. Completely independent.

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LA CRONICA

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Daily • Three Editions • Founded in 1912

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187,000 Copies Daily • Circulation Certified
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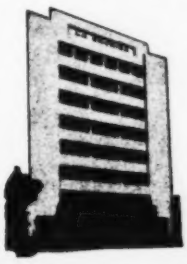

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Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

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diario independiente

GUATEMALA CITY

Independent Daily

Guatemala City

Guatemala's Great Daily Newspaper

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

EL SALVADOR—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Sansonate (24,065)	Heraldo de Sonsonate		DexSun.						22½	17½	8-10	General	
Santa Ana (101,560)	Diario de Occidente	1910	MDexSun.	8,100	Diario de Occidente	Alfredo Parada		2	13	5 col.	SD 16S	General	$1.00 in.

GUATEMALA (2,787,030)

Quetzal

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Guatemala (283,100)	Diario de Centro America	1880	EDexSun.	28,000	Government	Carlos Gándara Durán	José Antonio Pimentel	2	23	16	8	Official	1 qu. in.
	Diario de Quezaltenango		D										
	El Espectador		D										
	Impacto		D	15-20,000	Clemente Marroquin Rojas	Fed. Gonzalez Campo	Angel del Valle	2	15	11	10	General	1.25 in.
	El Imparcial (4)	1922	EDexSun.	30,000	Marta de Córdoba	David Vela	Ramón Blanco C.	2	20	16	12	General	$1.25 in.
	Headlines (Eng.)	1946	DMexSun.	2,000	Robert W. Rosenhouse	Robert W. Rosenhouse	Eva P. de Rosenhouse			8½	10	Eng.-speaking	40¢
	Kiu Kuo		D										
	La Hora	1944	ED	12,000	B. Morales & Cía., Ltda.	Baltasar Morales	Carlos Williams	2	16	10	12	General	1 qu. in.
	Nuestro Diario	1922	ED	1,500	Government	Paulino Ovalle		1⅞	14	9⅞	16	Official	60¢ in.
	Prensa Libre	1951	ED	27,000	Pedro Julio García & Cía., Ltda.	Pedro Julio García	Isidoro Zarco Alfasa	2	13½	11¼	12-16	General	U.S.$1.00 in.

HONDURAS (1,368,605)

Lempira

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Tegucigalpa (99,948)	El Cronista		D			Alejandro Valladares							
	El Día (15)	1948	MDexSun.	9,000	Julian López Pineda	Julian López Pineda	Julio López Pineda	2	20	17½	6-8	General	2.50 in.
	El Pueblo (4)	1949	EDexSun.	7,500	Liberal Party	Oscar A. Flores	Alfredo Lara L.	2	22	16	6	General	50¢ in.
	La Epoca	1933	EDexSun.	5,500	Tiburcio Carias Andino	Fernando Zepeda Durón	Julian Navarro Cáceres	2	22	18	4	General	1.40 in.
	La Gaceta		D		Government								
	Prensa Libre		D			Santos Juarez Fiallos							

MEXICO (25,581,250)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Acambaro	Acambaro al Día		D										
Acapulco	Tropico		D	5,000	Manuel Perez Rodriguez	Manual Perez							
	El Sol de Acapulco		D	1,500	Carlos E. Adame	Pedro Huerta Garcia	Ignacio Leal	2	14½	17½	6	General	1000 page
Aguascalientes (117,409)	El Sol del Centro	1945	MD	‡7,119	José García Valseca	Gustavo L. Talamantes	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	6-10	General	5.04 in. D; 5.54 in. S
Cananea (11,000)	El Intruso	1921	EDexMon.	600	Santiago Rivas	Santiago Rivas	Carmen H. de Rivas	2½	20½	13	4	General	2.50 cm.
Celaya (62,153)	La Palabra	1939	MDexMon.	6,000D 8,000S	Manuel Urbina Ciénega	Manuel Urbina Ciénega	Rosa María M. de Urbina	2	20	16	6-8	General	$5.00 in.
	El Sol del Bajio	1949	MD	‡4,101	José García Valseca	Alberto Maldonado	Diarios García Valseca Bucareli No. 18, Mexico City	1 1/16	20	16	6-10	General	3.36 in. D; 3.70 in. S
Chihuahua (110,779)	El Heraldo	1927	MD	‡15,800D 15,500S	José García Valseca	Gilberto E. Tapia	Juan Marshall	2	20	18	12	General	5.18 in.
	La Tribuna (7)	1948	MD	9,000A 10,000	Cía Periodística del Norte S. A.	Lic. Noel Alrich Solama		2	19½	16½	12	General	5.00 pesos inch
Chilpancingo (10,610)	Diario de Guerrero		D			Humberto Ochoa C							
Ciudad Obregon (12,500)	Diario del Yaqui		MDexSun.						23	18	4	General	1.25 in.
	Heraldo del Yaqui	1929	MDex Mon.	5,200									
Culiacan (144,550)	La Voz de Sinalao	1944	EDexSun.	4,500	Gustavo D. Cañedo	Gustavo D. Cañedo	Carlos Mateo Sánchez	2	15½	12	6	General	500.00 pesos pg. or 0.15 wd.
	El Diario de Culiacán	1949	MD		Lic. Román R. Millán	José Millán							850 pesos pg. or .40 wd.
Durango (98,636)	El Sol de Durango	1947	MD	12,000	José García Valseca	Ricardo I. Ahumada	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	6-10	General	800 pg.
Ensenada	El Diario de Ensenada		D										
Guadalajara (380,838)	El Informador	1917	MD	31,500	Union Editorial S. A.	José N. Urbieta	Jesús Alvarez del Castillo	2	20	17	18	General	8.25 in.
	El Occidental	1942	MD	‡20,080	José García Valseca	J. Jesús Cabrera Davila	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	14-20	General	8.74 in. D; 9.61 in. S
	El Sol de Guadalajara	1948	MD	‡12,224	José García Valseca	J. Jesús Cabrera Davila	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	8-12	General	7.56 in. D; 8.32 in. S
Guasave	Eugenio de Zarraga		D	3,000	Romualdo Ruiz Payan	Romualdo Ruiz Payan	Francisco Castro	2	12	10	8	General	5.00 in.
Guaymas (22,210)	El Diario	1934	EDexSun.	‡2,500	Carlos Ramírez Junior	Enrique de Alba		2½	21¾	15¾	4	General	0.16 cm.
	La Gaceta	1915	EDexSun.	3,000	Miguel Escobar M.	Miguel Escobar M.	José María Tapia A.		23	15	4	General	
Hermosillo (23,720)	El Imparcial	1936	EDexSun.	8,500	José S. Healy	Jorge Orozco y Girón	José Alberto Healy	2	21	24	8-14	General	$3.60 in.
	El Pueblo	1924	EDexSun.	4,000	Israel C. Gonzáles	Israel C. Gonzáles		2	20	8 col.	4	General	60¢ in.
Hildalgo del Parral (40,000)	Correo de Parral	1922	EDexSun.	5,000	J. G. Rocha	Rubén Rocha	E. L.Rocha	2	15½	15	4	General	$2.00 in.
Jalapa (44,930)	El Tema de Hov	1930	EDexSun.	15-18,000	Manuel Lunagómez	Manuel Lunagómez	Vicente Lunagómez	2	20	15	4	General	$2.00 in.
Juarez (131,308)	Diario del Norte	1945	MD&Sun.Ed.	12,000D 14,000S	Luis Fuentes S.	Luis Fuentes S.		2	20	16	8	General	40¢ in.
	El Fronterizo	1943	MD	‡13,418D 13,320S	José García Valseca	Eduardo Martinez	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	8-12	General	6.72 in. D; 7.39 in. S

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

MEXICO—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Juarez—Continued	El Mexicano	1947	ED	‡10,548	Jose García Valseca	Eduardo Martinez	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	16	6-10	General	4.20 in. D 4.62 in. S
La Paz (12,390)	Baja California	1910	MDex Mon.	1,000	Jorge S. Carillo	Jorge S. Carillo	J. S. Carrillo Jr.	2	17	12¾	4-6	General	0.50 in.
León (157,252)	El Sol de León	1946	MD	14,000	José García Valseca	Juan J. Barón	Diarios García Valseca Bucareli No. 18, Mexico City	2½	20	16	12-14	General	1.98 cm. or 5.04 in.
Los Mochis (21,000)	El Debate	1941	MDexSun.	9,700	Manuel Moreno Rivas	Manuel Moreno Rivas	José Luis Cárdenas	2¼	14	10½	8	General	$5.50 in. $2.25 cm.
Matamoros	La Voz de la Frontera		D		Cia. Editora de Matamoros	Gustavo Cerrillo		2	20	17½	6	General	5.00 in.
	El Bravo		D	10,000	Cia. Periodistica del Bravo	Reynaldo Abril	Jorge Calles	2	20	16	8	General	
Mazatlan (76,463)	El Democrata Sinaloense	1919	MDexMon.	5,000	Suc. de Enrique López	Ramón Millán Lafargá	Ma. Rosa L. de Solano	2	20⅜	7 col.	4-6	General	5.50 in.
	El Sinaloense	1940	NDexSun.	4,000	Blas Rojo Junior	Leonardo Ramos	Blas Rojo Junior	2¼	20	14¼	4	General	2.75 in. or 1.10 in.
	El Sol de Pacífico	1947	MD	‡9,512	José García Valseca	Ernesto Zenteno	Diarios García Valseca Bucareli No. 18, Mexico City	1 15/16	20	15	6-10	General	4.54 in. D 4.99 in. S
Mérida (155,899)	Diario del Sureste	1931	MD	‡20,000D 25,000S	Talleres Gráficos del Sudeste S. A.	Clemente López Trujillo	Andrés García Lavín	2	20⅛	16⅜	8D 24S	General	1.75 cm. D 2.00 cm. S
	Diario de Yucatán	1925	MD	27,846D 33,476S	Cía. Tipográfica Yucateca S. A.	Carlos R. Menéndez et al	Rubén Menéndez R.	2	21	8 col.	12	General	$7.50 in. D $8.75 in. S
	Diario Oficial	1900	MDexSun.	2,000	Yucatán State Gov't	Aurelio Velázquez	Aurelio Velázquez	7	11	8½	8	Official	0.15 line
Mexicali (141,189)	ABC		D	10,000	Manuel Villegas Lopez								10.00 in.
	Ultima Hora	1952	ED	5,000	Ernesto Ochoa & Eduardo Rubio	Eduardo Rubio	Lic. Ernesto E. Ochoa	2	16	12	12	General	5.00 in.
México, D. F. (2,233,914)	Aquí		D		Ed. Aquí	Federico Bracamontes	Manuel Saavedra	1⅞	14	14¼	16	General	2.00 line
	Boletín Financiero y Minero de México	1899	EDexSun.	10,800	Cía. Periodistíca de Informaciones Financieras, S. A.	J. Agustin Pérez de Lebrija		2 5/16	15¾	16	8	Financial	2 agate line
	Daily Bulletin (Eng)	1935	D		Starr Hunt							Financial	
	El Nacional	1929	MD	50,000	Secretaría de Gobernación	Lic. Guillermo Ibarra		2	21⅛	16½	12	General	14.00 in.
	El Popular	1938	MD	12.000		Manuel O. Padrés			21½	10¼	6	General	
	El Universal (20)	1916	MD(ABD) (ABC)	110,000D 130,000S	Cía. Periodistica Nacional S. A.	Lic. Miguel Lanz Duret	Jose Ignacio Varela	2	21	16	36-48	General	22.25 in.
	El Universal Gráfico (20)	1922	EDexSun.	(ABC)23,404	Cía. Periodistica National S. A.	Lic. Miguel Lanz Duret	Joaquín Carranza	2	21¼	16	40	General	12.00 in.
	Excelsior (16)	1917	MD	120,000D 145,000S	Excelsior Cía. Ltda. S. C. L.	Rodrigo de Llano	Gilberto Figueroa	2	20	16¾	40-56	General	26.00 in.
	La Afición	1930	MD	38,476	La Afición, Cía. Per. S. A.	Alejandro Aguilar Reyes et al	Federico Reynaud	2	14½	10	16-20	Sports	21.00 in. or dis. 1.75 in.
	La Prensa (7)	1928	MD	117,000D 125,000S	Ed. de Periódicos Soc. Ltda.	Mariano D. Urdanivia	Mario Santaella	2	14½	10	40	General	21 in. or 1.50 agate line
	Monitor Comercial	1918	D		Juan D. Hernandez							Commercial	
	The News (Eng.) (6)	1950	MD	10,000	Publicaciones Herrerías, S. A.	Alejandro Quijano		2	14	10	12-16	Eng.-speaking	$1.40 in.
	Novedades (6)	1935	MD	80,000D 104,000S	Publicaciones Herrerías, S. A.	Alejandro Quijano		2	21	16	45	Upper, Mid.	$2.45 in.
	Paquita de Jueves			59,000	Jose Garcia Valseca								
	Paquito			37,000	Jose Garcia Valseca								
	Pepin		D	227,000									
	Sobordo Mercantil	1935	D		Juan D. Hernandez							Financial	
	Ultimas Noticias de Excelsior	1936	DexS.	77,193	Excelsior Cía. Ltda. S. C. L.	Rodrigo de Llano	Gilberto Figueroa	2	20	16¾	8	General	19.25 in.
	Zocalo	1950	D	28,000 35,000	Alfredo Kawage Ramia			2				General	
Minatitlán (21,080)	La Opinion	1934	MD	7,000	Manuel Rodríguez O.	Manuel Rodríguez O.		2	21	17		General	3.00 in.
Monterrey (241,000)	El Norte (7)	1938	MD	48,000	R. Junco de la Vega	Arq. Agustín Basave	Martín Navarro	2	21	16	20	General	3.60 cm.
	El Porvenir	1919	MD	36,000D 39,000S	Editorial El Porvenir S. A.	Lic. Edoardo Livas	Rogelio Cantú	2½	20¼	16½	24	General	3.00 cm.
	El Sol (7)	1922	EDexSun.	30,000	R. Junco de la Vega	Rodolfo Junco de la Vega	Martín Navarro	2	21	16	8	General	2.00 cm.
	El Tiempo	1936	ND	18,000	Editora Regiomontana S. A.	Federico Gómez & Oscar F. Castillón	Francisco Cerda	2	20¼	16½	8	General	2.00 cm.
Morelia (106,722)	La Voz de 1948 Michoacan		D	6,000		Jose Tocaven		2	13⅞	10¼		General	
	Heraldo Michoacano		D	3,000	Juan Avarca Perez	Juan Avarca Perez	Juan Avarca Perez	2	20	16	8	General	5.00 in.
Navojoa (11,000)	Ahora	1935	D	2,500	Jose Moreno Aragon	Jose Moreno Aragon	Jose Moreno Aragon	2	16	16	6-8	General	5.00 in.
	Diario de Mayo		D			Manuel Corral							

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

MEXICO—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Luis Potosi (156,324)	Boletín Official del Estado												
Nogales (25,000)	Acción	1937	D	5,000		José Pomposo Salazar		2	20	16	4	General	4.35 in.
	El Noroeste	1926	EDexSun.	2,000		Carlos Siqueicos Q.			24	18	4	General	
	El Diario	1948	MD	7,000	Ruperto Villareal	Ruperto Villarreal	J. Jesus Ponce	2	20½	16	8	General	$4.50 inch
Nuevo Laredo (57,000)	El Informador Comercial Frontizero	1930	MDexSun.	1,500		Juan Benavides y Rendon	Salvador Lugo Castillo	2¼	20¼		4-6	General	
	El Mañana	1932	MD	10,000	Heriberto Deánder Amador	Heriberto Deándar Amador	Conrado Cose Valdés	2	20½	16	8	General	4.00 in.
	Patria	1944	MD	4,500	Francisco Serrano	Roberto Escamilla	Luis Serrano	2	14	10	8	General	$2.10 in.
	The Laredo Daily Times (Eng.)		D			G. H. Shiner							
	Ultima Hora	1953	ED	4,000	Ruperto Villareal	Ruperto Villarreal	J. Jesus Ponce	2	20½	16	4	General	$2.50 inch
	Ultimas Noticias de "El Mañana"		ED										
Nueva Rosita	La Region		D	3,200	Felix Galindo Farias	Felix Galindo Farias	Jose Angel Saucedo	2	20	16	4	General	3.60 in.
Orizaba (54,470)	El Sol de Orizaba		D										
	Los Sucesos	1930	MD	5,000	Cansino & Mendoza	Emilio C. Mendoza		2	20	16½	8	General	$2.00 in.
Pachuca (64,326)	El Sol de Hidalgo	1949	MD	14,322	José García Valseca	Rafael Cravioto	Diarios García Valseca Bucareli No. 18, Mexico City	2	13		4	General	
Parral (36,702)	El Sol de Parral	1950	MD	4,500	José García Valseca	Jesús San Martín	Amado Flores L.	1 15/16	20	16	4-10	General	$3.36 in. D $3.70 in. S
Parras de la Fuente	El Popular		D			Gabriel Robledo L.	Diarios García Valseca Bucareli No. 22, Mexico City	2	20	16	4	General	2.80 in.
Puebla (234,521)	Aristos		D		Roseno Vasquez	Roseno Vasquez	Roseno Vasquez		23	17	8	General	
	Diario de Puebla		D			Julian Cacho							
	El Sol de Puebla	1944	MD&S.	28,000	José García Valseca	Mario Alvírez	Braulio Díaz Arlay	2	20	16	14	General	1140 D 1250 S (page)
	La Opinión	1924	MD	7,500		José Oteda Gonzalez		2	21¾	7 col.	6-8	General	0.85 in.
	La Voz de Puebla	1953	EDexSun.	18,000	Sr. José García Valseca	Mario Alvírez P.	Braulio Díaz Arlay	2	20	16	8	General	700 pesos page
Puerto México (11,740)	Diario del Istmo	1934	MDexMon.	3,700D 4,300S	Diario del Istmo, S. A.	Antonio Garza Ruíz		2¼	17	5 col.	4	General	
Saltillo (63,310)	El Diario	1941	MD	6,500	Miguel A. Reyes S.	Benjamín Cabrera, Jr.	Manuel A. Barrios	2	20⅞	15⅞	4	General	$3.75 in. $1.50 cm.
	Heraldo del Norte	1944	MD	6,000D 6,600S	Editora del Norte S. A.	Prof. José Trinidad Pérez & José Fernández R.	Arturo Villareal	2	20¼	15⅞	4	Middle	
San Francisco del Rincón	La Noticia		D			Esteban Valle R.							

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MEXICO—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Luis Potosí—Continued	El Heraldo	1942	MD&S.	30,000	Guadalupe L. de Bercún	Francisco Juaristi	Ramiro de la Colina	2	21	16	12D 16S	General	5.75 pesos inch
	Potosí	1938	MDexMon.	5,000		Jose M. Herreros						General	35¢ in.
Tampico (96,418)	El Mundo	1918	EMD	35,000D 37,000S 10,000ED	Guadalupe Lopez de Bercún	Mauricio Bercún	C. Loret de Mola	2	22½	12	12	General	3.00 in.
	El Sol de Tampico	1950	MD	36,000D 39,000S	José García Valseca	Francisco Gomez Camacho	Diarios García Valseca Bucareli No. 22, Mexico City	2	20	16	14-16	General	6.22 in. D 6.84 in. S
	La Tribuna	1933	MD	15,000	Ed. & Imp. La Tribuna	F. C. López		2	21	16½	8	General	2.00 in.
Tapachula	El Sol del Soconusco		MD	2,500	Alfonso M. Grajales	Alfonso M. Grajales					4	General	3.30 in.
Tépic (21,450)	El Nayar	1942	ED	5,000	Antonio Pérez Císneros	Antonio Pérez Císneros		5 cm.	35 cm.	5 col.	12	General	$3.00 in.
	Prensa Libre		MD	3,600		Zenón Altamirano		2	14			General	0.40 cm.
Tijuana (65,000)	Baja California		D	6,500	Ricardo Gibert Salgado	Ricardo Gibert Salgado	Isaac Diaz Delgado		20	14	8	General	1.00 in.
	El Heraldo	1941	ED	5,000	Ruben D. Luna	Armando Luna			20	21	8	General	75¢ in.
	Noticias		MD	3,300	Jose Garduño Bustamante				7 col.	14		General	$1.25 per col.
	Ultimas Noticias		ED	2,000	Jose Garduño Bustamante				7 col.	14		General	$1.00 in.
Toluca (115,422)	El Sol de Toluca	1947	MD	3,615	José García Valseca	Abel Moreno Terrazas	Diarios García Valseca Bucareli No. 18, Mexico City						
Torreón (132,101)	El Siglo de Torreón	1922	MD	32,000S 30,500D	Cía. Editora de la Laguna S. A.	Antonio de Juambeiz	J. Gonzáles J.	1 13/16 2	20 20½	16 16½	4 14	General General	1.32 cm. 8.12 in.
	La Opinión (7)	1917	MD	18,000	Ed. La Opinión S. A.	Francisco L. Rodríguez	Ildefonso Saldaña Treviño	2	20	16	12	General	7.25 pesos in.
Vera Cruz (130,000)	El Dictamen	1898	MD	16,500	Cía. Per. Veracruzana S. A.	Juan Malpica Silva	Félix Malpica M.	2	21¾	15⅞	12	General	3.20 cm.
Villahermosa (29,410)	La Tarde	1944	ED	9,000	Cía. Per. Veracruzana S. A.	Juan Malpica Mimendi	Félix Cuneo, II	2	15	10	4		2.00 cm.
Xalapa	El Tema de Hoy	1949	MD	8,000D 10,000S	Vicente Lunagómez								

NICARAGUA (1,053,189)

Córdoba

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Granada	El Diario Nicaraguense		D										
León (60,000)	El Centroamericano	1917	EDSun.	16,000D 23,000S	Rodolfo Abaunza Salinas	R. Abaunza Salinas	Rafael Castro Santiago	2½	20	8 col.	4	General	2.00 in.
	El Cronista	1918	MDexMon.	2,500D 3,000S	Rafael Corrales Roias	Narciso Arguelloh	José Reyes Monterrey	2	20	18	4	General	1.50 in.

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

NICARAGUA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Managua (107,444)	El Gran Diario		D										
	Flecha (21)	1941	MD	7,000D 9,000S	Hernán Robleto	Hernán Robleto	Roberto Sanchez	2	20	16	8	General	U.S.$0.60 in
	La Estrella de Nicaragua (4)	1940	MD	4,500	La Estrella de Nicaragua, S. A.	Ignacio Roman Pacheco	Mario G. Lacayo	2	20	18	4	General	US.$.60 in.
	La Noticia	1915	MDexMon.	7,500	Horacio E. Pérez	Juan Ramón Avilés		2	22½	18	8	General	0.50 in.
	La Prensa (4)	1925	MDexMon.	13,888	Pedro Joaquín Chamorro	Pedro Joaquín Chamorro		2	21½	16½	4-6	General	75¢ in.
	Novedades	1937	MDexSun.	20,000	A. Somoza	Leonardo Lacayo Ocampo	Rafael Zelaya	2	19½		16	General	$.75

PANAMA (805,285)

Balboa

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
David (10,940)	Ecos del Valle (13)	1918	EDexSun.	1,000	Miguel Angel Brenes	Miguel Angel Brenes		2	16	10½	6	General	0.40 in.
	La Razón	1946	D	1,350	Publicaciones, S. A.	José L. Jované Mendoza	M. J. García	2	13¾	10¼	6	General	0.40 in.
Panamá (127,874)	El País		ED	8,327	Samuel Lewis	Samuel Lewis	E. M. de la Guardia	2	20	32	6	General	1.50 in.
	El Panamá-América (6)	1925	ED	10,717	Ed. Panamá-América, S.A.	Roberto E. Arias	Harmodio Arias, Jr., (bus mgr.-adv. mgr.)	2	14	16	32	General	$1.50 in.
	Estrella de Panamá (4)	1853	MD	occ10,266D occ13,192S	Star & Herald Company	Tomás Gabriel Duque G.	Félix Carlos Duque G.	1⅞	21	14½	16-32	General	$1.50 in.
	La Hora (15)	1946	NDexSun.	18,000	Editora Panama S. A.	Julio E. Briceño	C. De La Osa	2	14½	5	16-20	General	$1.20 in.
	La Nación—The Nation (Span.-Eng.) (7)	1944	EDexSun.	25,000	Editora La Nación, S. A.	Temistocles Días		2	20	16	16	General	$1.50 in.
	Panama Tribune (Eng.) (4)	1928	Sun.	6,000-6,500	Sidney A. Young	Sidney A. Young	Oscar Cragwell	2	16	10	16	General	90¢ in.
	The Panama American (Eng.) (6)	1925	ED	11,328	Ed. Panama-America, S.A.	Harmodio Arias	Harmodio Arias, Jr., (bus mgr.-adv. mgr.)	2	20¾	16½	12	General	1.50 in.
	Star & Herald (4)	1849	MD	occ9,361D occ9,447S	Star & Herald Co.	Tomás Gabriel Duque G.	Félix Carlos Duque G.	1⅞	21	14¼	16-32	General	$1.50 in.

PARAGUAY (1,406,627)

Guarani

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Asunción (205,605)	El País	1935	EDexSun.	8,000	Ed. El País, S. A.	José D. Miranda	A. A. Cebriano	2	15¾	9⅞	12-16	General	
	Gaceta del Foro	1940	D										
	Informaciones	1943	MDexMon.	3,000	Blas Ortega	Ricardo Caballero	Blas Ortega	1⅞	14	10 5/10	8	General	0.20 cm.
	La Razón	1946	MDexMon.	4,700	Ed. Unión S. A.	Epifanio Méndez Fleitas		2	20½	15⅞	8	General	0.60 cm.

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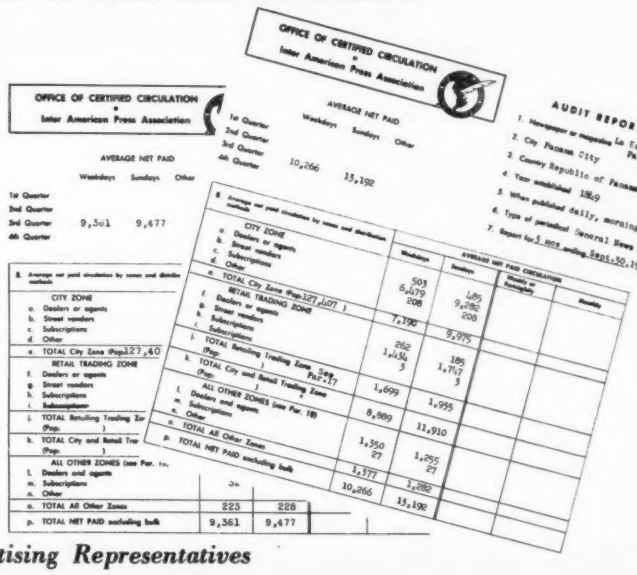
Pending similar audits by other Panama newspapers it seems reasonable that "STAR & HERALD" and "LA ESTRELLA DE PANAMA" should receive first consideration when drawing up 1954 advertising estimates for the Spanish and English markets in Panama and the Canal Zone.

Copies of Inter American Press Association circulation audit period ending September 30, 1954 are available and will be gladly furnished to interested parties upon request.



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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

PARAGUAY—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Asunción—Continued	La Tribuna (6)	1925	MD	21,600D 26,600S	Ed. Gráfica S. A.	Arturo Schaerer	Carlos Ruiz A.	2	.051	.038	8D 12S	General	$1.50 in. D $2.00 in. S
	La Unión		D										

PERU (8,405,000)

Sol

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ancash	El Departamento		D			Ernesto Salazar						Political	
Arequipa (120,000)	El Deber	1890	EDexSun.	5,000	Ed. El Deber S. A. Ltda.	Erasmo Hinojosa H.	Juan A. Cuzzi M.	2¼	20⅜	16	8	General	6. cm.
	El Pueblo (1)	1905	EDexSun.	5,000	Empr. del Diario del Pueblo, S. A.	Edilberto Zegarra Ballón	Enrique Zegarra Ballón Valdez	2¼	20½	15	8	General	2.00 cm.
	Noticias	1926	MD		M. Alejandro Arispe	Alberto Arispe	Enrique Béjar	2¼	20½	16¾	8	General	8.00 cm.
Apurimac	La Patria		D			Guillermo Villadegut						General	
Ayacucho (21,120)	Acción	1938	MD	500							4	General	
Cajamarca (17,970)	El Día		ED	2,000						5 col.	4-6	General	
	El Ferrocarril	1932	ED	3,000							4-6	General	
	La Razon	1940	ED	550					19¼	12 5/16	4	General	
Cañete (5,000)	La Voz del Pueblo	1922	EDexSun.	750	Eugenio Venturo Estrada	E. Venturo Estrada	E. Venturo Estrada	2⅛	10½	6¾	4	General	350.00 page 150.00 col.
Cerro de Pasco (22,250)	El Minero	1896	ED	3,000	Pedro Caballero y Lira	G. Patino López			17	12¼	4-6	General	0.50 cm.
Chiclayo (37,770)	El País (14)	1918	EDexSun.	4,650	Dr. Juan Francisco Vílchez	Dr. Juan Francisco Vílchez	R. Vílchez Soto	2¼	21¾	13⅜	4	General	3.00 cm.
	El Tiempo	1918	MDexSun.	5,000	Julio A. Hernández and Antonio Lossio Niño	Julio A. Hernández	J. A. Hernández	2⅛	21¼	14	4	General	3.00 cm.
Chiclayo	La Noche		ED	2,200	J. Eleodoro Landivar	Hector Carmona	Hector Carmona	2	15	12	4	General	2.50 cm.
Chimbote	El Santa		ED	1,500	N. Arias Luna	N. Arias Luna		2½	17	12	6	General	6.00 cm.
	El Tiempo		D		Gilberto Torres Vasquez	Gilberto Torres Vasquez		2½	15	12	8	General Tab.	12 cm.
Chincha (14,760)	La Voz de Chincha	1934	ED	3,000		Luis A. Bianchi			17⅛	5 col.	4-8	General	
Cuzco (52,210)	El Comercio	1896	ED	7,000	Empr. Ed. Cuzco S. A.	José A. Velazco y G.	Felipe Guzmán R.	2	22	8 col.	6	General	5.00 cm. col.
	El Sol	1901	EDexSun.	3,000	Celia Velasco R.	Ricardo Monteagudo & Roberto Latorre		2⅜	20½	6 col.	4	General	0.50 cm.
Huacho (15,740)	El Imparcial	1891	ED	3,000		J. T. García			17⅞	5 col.	4-6	General	
	La Verdad	1930	MD	3,500	José M. Carbajal Manrique	J. M. Carbajal Manrique	Rosa Bourget Léon	2⅛	15	9½	4	General	S/3.00 cm.
Huancayo (33,140)	La Voz de Huancayo	1912	MD	3,500	Empr. Ed. Huancayo, S. A.	Pedro Díaz Julián	Miguel Benigno Febres	2⅛	15½	10	6	General	2.00 cm.
Huánuco (14,890)	La Defensa		ED										
	La Prensa	1933	ED	1,500					17⅞	5 col.	4-6	General	
	La Voz de Huánuco	1912	MD	2,000									
Huaras (13,975)	El Departmento		EDexSun.	4,000	Gonzalo Salazar	Gonzalo Salazar		2¼	15	14¼	4-6	General	
Ica (24,790)	La Opinión	1922	EDexSun.	2,000	Dr. Manuel J. Tueros	Gonzala Tueros R.		2 3/16	19¾	13¾	4	General	
	La Voz de Ica	1918	ED	4,000					20¼	5 col.	4-8	General	
Iquitos (39,630)	El Eco	1924	EDexSun.		Enrique Reátegui A.			2	18	12½	4-6	General	30¢ cm.
	El Oriente	1905	EDexSun.	2,000	Eliseo Salazar	Eliseo Salazar	F. L. Geggren	2¼	19½	18⅜	4-6	General	25¢ in.
Jauja (8,280)	El Porvenir	1908	ED	500	Francisco Carle	Enresto F. Sanguinetti	E. F. Sanguinetti	2¾	14	10	4	General	0.20 line

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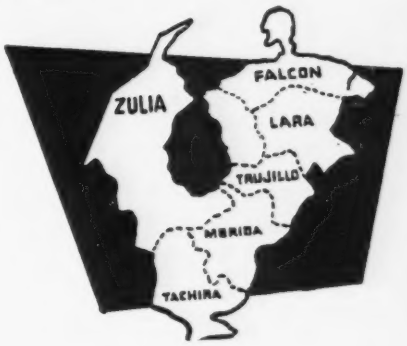
Diario de Occidente

Morning Daily of Maracaibo

(founded in 1950)



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best serves its community
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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

PERU—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Junin	La Voz de Huancayo		D			Pedro Diaz Julian							
La Oroya (14,490)	La Opinión Popular	1922	EDexSun.	600	Bernabé Suárez Palacios	Bernabé Suarez Palacios	Miguel Suárez Osorio		14	10	4	Commercial	0.10 cm.
Lima (1,000,000)	El Comercio (4)	1839	MED	105,000M 65,000E	Dr. A. Miro Quesada	Dr. Luis Miro Quesada		2¼	21½	7 col.	20-30	Upper	2.00 cm. US cy.
	El Peruano	1826	MDexSun.	5,000	Peruvian Government	Julio Jimenez Pacheco	Augusto E. Angulo	2¼	19½	15½	10	Official	
	La Crónica (4)	1912	MED	80,000M 95,000E 90,000S	Empr. Ed. La Crónica y Variedades, S. A.	Dr. Manuel Cisneros S.	Lucio Delgado M.	2¼	15	10¾	24	General	$2.25 in US. cy. 2.00 in.
	La Nacion		D			Carlos Hague Viali						Independent	
	La Prensa (6)	1903	D	52,000	Empr. Periodística S. A.	Pedro J. Beltrán	León Quinteros	2	21⅞	15⅞	16-20	General	$2.70 in.
	La Verdad		D			Jose M. Carbajal							
	Man Shing Po (Chin.)	1910	MD	3,000					25½	16½	4	Chinese	
	Ultima Hora (6)	1950	EDexSun.	100,000	Empresa Editora Lima, S. A.	Bernardo Ortiz de Zevallos	Eugenio del Solar	2	15¾	10	16	General	$2.70 in.
Mollendo (14,610)	El Comercio		ED	4,500					22¼	6 col.	4-6	General	
	El Porteño	1914	ED	4,000					17¼	5 col.	4-6	General	
Pacasmayo (50,000)	La Unión	1913	EDexSun.	4,500	Manuel Pastor Ríos	Carlos Alfonso Ríos	Luis Alberto Ríos	2⅜	20½	14½	6	General	3.00 cm.
Palta (7,180)	La Igualdad	1904	ED	1,500									
Pisco (16,890)	Independencia		D										
	La Reforma	1920	ED	2,500		Benjamín Sasiesta				5 col.	4-6	General	
Piura (23,220)	Ecos y Noticias	1934	MDexSun.	4,000	José del C. Rivera	José del C. Rivera	Cruz Alejandrina Solano P.	2¼	17½	15¾	4	General	
	El Tiempo	1916	NDexSun.	5,000	Matilde Ch. de Artado	Victor M. Helquero Cueca		2¼	21¾	15¾	4	General	
	La Industria	1917	MD	5,000	Miguel Cerro	Miguel Cerro		2 5/16	21½	7 col.	8	General	16¢ in.
Puno (18,490)	El Eco	1904	ED	1,500					17⅞	5 col.	4-6	General	
	Los Andes	1928	EDexSun.	1,000		M. I. Frisancho	Francisco Flores	2	17½	13	4	General	2.00 cm.
Sicuani	La Verdad		D	10,000	Adrian Durant Gonzelez	Adrian Durant Gonzelez	Segundo Durant Teves	2		12	8	General	
Tacna (13,250)	La Voz de Tacna	1936	MDexMon.	1,500	Oscar Eduardo Carvajal	Oscar Eduardo Carvajal		2¼	19¾	14⅝	4	General	
Tarma (7,880)	La Voz de Tarma	1911	NDexSun.	500	Adolfo J. Dextra Pajuelo	A. J. Dextra Pajuelo	A. J. Dextra Pajuelo	2 3/16	17	1 1/16	4	General	0.60 cm.
Trujillo (45,010)	El Liberal		D	6,000	El Liberal S. A.	Antonio Silva Solis	Teresa Zavaleta Calderón	2	20	13	8	General	1.50 in.
	La Industria	1895	MD	4-5,000	Dr. Miguel F. Cerro	Rafael J. Mauricci		2⅛	21¼	13⅛	4-8	General	25¢ cm.
	La Nación	1932	MD	4,500	Rafael Larco Hoyle	José Angel Miñano	Ibero E. Rodríguez G., Carlos Urra Narváez	2	13	10½	8-12	General	S4-10.80 cm.

EL UNIVERSAL

ESTABLISHED IN 1909

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- NATIONWIDE CIRCULATION
- EXCLUSIVE NEWS SERVICE AND RADIO PHOTOS OF THE UNITED PRESS

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

SURINAM (DUTCH GUIANA)
207,684
Guilder

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Paramaribo (75,233)	De Tijd (4)		MD	3,500				2	20	8	8	General	.65 in US cy.

URUGUAY (2,353,000)
Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Florida (16,000)	El Heraldo	1919	EDexSun.	4,850	Ed. El Heraldo S. C.	Juan F. Guichón	Alberto Riva	2⅛	14½	10¾	8-10	General	0.20 cm.
Mercedes (30,000)	Acción		D			E. M. Peñalva							
	El Radical		D			J. C. Guimaraens							
	El Tiempo		D			Enrique Santías	Vidal Viñuela				4		
Minas (32,000)	La Unión		D										
Montevideo (800,000)	Acción		D										
	El Bien Público	1878	MDexMon.	30,000	Editorial J. Zorilla de San Martín, S. A.	César Luis Aguiar	Victorio Balestra	2	22	15½	12	General	$1.80-2.50
	El Debate	1931	MDandS.	65,000D 75,000S	Casa del Partido S. A.	Gomás Castro B.	José M. Borrazas	2	20	16	14	General	$2.20 cm. col.
	El Día (6)	1886	MD	95,000D 152,000S	César, Rafael & Lorenzo Batlle Pacheco	D. Luis Franzini	J. R. Perez	2	23¼	16	12-16	General	$2.60 cm D $3.15 cm S
	El Diario (32)	1917	ED	140,000	Soc. Ed. Uruguaya	Honorio Vila Rey		1⅞	21⅞	15¾	16	Upper, Mid.	3.00 D 3.60 Sat & Sun.
	El Diario Español	1906	MD	15,000	Magarinos Hermanos	Manuel Magarinos	Juan Santiago Micilarini	2	21¾	15¼	8-10	General	1.40 cm.
	El Nacional		D			Jaime Llovera							
	El País	1918	MD	50,000D 70,000Mon.	El País, S. A.	Dr. Eduardo Rodriguez Larreta	Dr. Carlos Scheck	2	21	16	12	Mid., Upper	$3.10 in.
	El Plata (4)	1914	ED	90,000	Dr. Juan A. Ramírez	Dr. Juan A. Ramírez	Hugo Cavallotti	2	22	7 col.	16	Mid., Upper	2.80 cm.
	Folksblatt (Yiddish)	1931	MDexMon.	8,000	Moisés Desuj	Moisés Desuj	David Orzech				8	Jewish	$1.80 cm.
	La Gaceta Comercial	1916	MDexMon.	8,500					19½	13½	8	Com., Ind.	
	La Justicia Uruguaya		MD		Oscar Arias Eduardo Barbe Albanell MacColl	Oscar Arias Eduardo Barbe							
	La Mañana (32)	1916	MD	75,000	Soc. Ed. Uruguaya	Honorio Vila Rey		1⅞	21¾	15⅝	8	General	1.80
	La Tribuna Popular	1879	MD	75,000	Empr. Lapido Hermanos	Vicente Lapido	Enrique M. Lapido	1⅞	20½	13½	14	General	5.00 cm.
	Unzer Fraint (Yiddish)		MDexMon.									Jewish	
Paysandú (50,000)	El Telégrafo (14)	1910	MDexSun.	10,000	Fernando J. Baccaro	Fernando J. Baccaro	A. Pesce González	2	19¾	13⅞	10	General	1.00 cm.
Rivera (17,000)	La Palabra		D										
Rocha (28,500)	La Palabra	1920	EDexSun.	1,500	Carlos N. Rocha	Carlos N. Rocha	Raúl Correa Diaz	2	15¼	13		General	0.50 cm.
Salto (80,000)	La Prensa	1942	EDexSun.	2,500	Empr. Per. La Prensa	Alfonso Cardozo	María E. Martínez	2	21¾	14⅝	4	General	0.50 cm.
	La República	1931	EDexSun.	2,000	Enrique Toscano	María de los Angeles Lado Recarev		2⅛	17⅞	11⅞	4	General	
	El Combate					Wilfredo Paiva							
	La Verdad					Jorky Silvetti							
	Tribuna Salteña					Modesto J. Clautada							
San Jose (30,000)	El Pueblo	1883	D		Soc. Juan M. Menéndez	Américo Menéndez			27⅛	19⅝	4	General	
	Los Principios		D										

PANORAMA

MARACAIBO, VENEZUELA

(ESTABLISHED 1914)

Maracaibo is the capital of the State of Zulia, richest market area in Venezuela and the center of the oil producing region.

CIRCULATION audited and certified by Dun & Bradstreet — Panorama is the only newspaper in Maracaibo that uses the reliable, independent Dun & Bradstreet checking service.

AUDITED NET PAID CIRCULATION 31,847

(last audit 28,121)

Panorama is THE newspaper in Maracaibo — has a number of times the circulation of the second daily — and more circulation than all other newspapers in Maracaibo combined.

Panorama is the best printed newspaper in Maracaibo — contains latest international, national and local news, many special features. May we send you sample copy — free of charge, of course.

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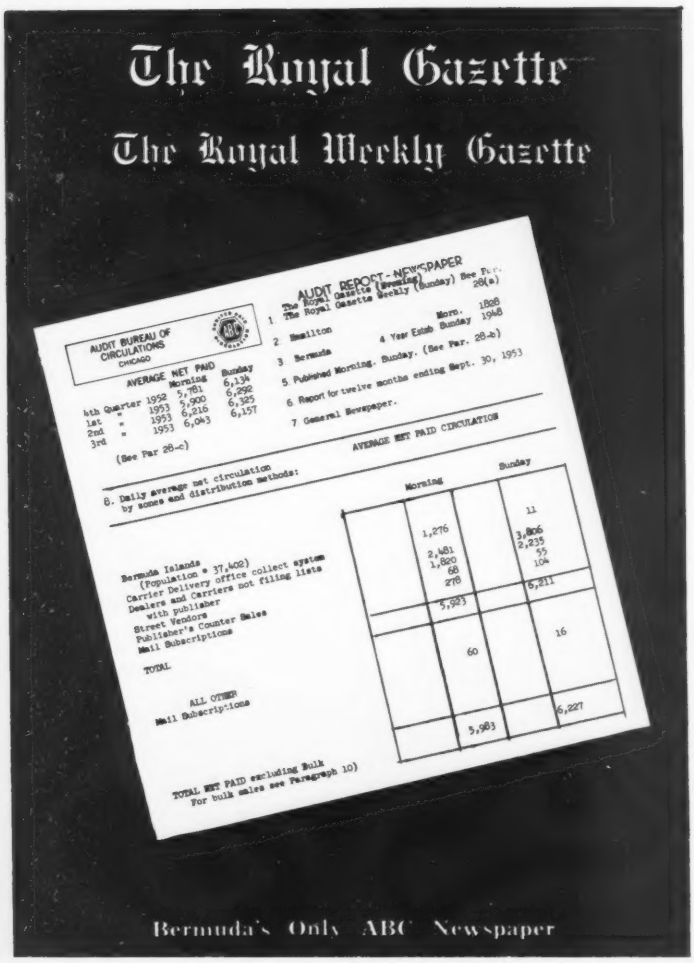
URUGUAY—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Tacuarembó (24,000)	La Voz del Pueblo		D										

VENEZUELA (4,985,716)

Bolivar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barquisimeto (104,691)	El Impulso	1904	MD	15,000	C. A. El Impulso	Jesús Carmona	Ricardo Defendini	2	26	17	8	General	2.00 cm.
	Jornada					Jose Van Grieken							
	Ultima Hora		D			Francisco Villazan							
Caracas (487,903)	Caracas Journal (Eng.) (6)	1945	Wed.&Sat.	7,900	The Caracas Journal C. A.	M. J. Gorman Jr.	Oscar Pulgar	2½	16	10	24-28	Eng.-speaking	$2.25 in.
	Diario del Comercio	1946	MD	3,500	C. A. Publicitas Grecco, O. C.	Dr. William Rísquez & Dr. A. Arellano Moreno	R. A. Rodríguez			7 col.	4-8	Commercial	
	El Heraldo and El Heraldo de la Tarde (32)	1922	MED	37,000D 35,500S	Cía. An. El Heraldo	Victor Simone D'Lima	Samuel Camacho	2	19¾	16⅞	16	General	3.00 in. first edition 4.00 in. second edition
	El Nacional (13)	1943	MD	51,305	C. A. Editora El Nacional	Antonio Arraiz	Angel Farinas Salgado	2	20½	16½	16	General	3.00 cm.
	El Universal (6)	1909	MD	40,000D 48,000S	Cía. Ed. Ambos Mundos	Dr. Luis Teofilo Núñez	Guillermo Silva	2	21	16	25	General	$2.25 in. D $2.48 in. S
	Il Corriere de Caracas (4)	1949	Wed.	10,000				2	20½	15½	6-8	Ital. speaking	3.00 cm.
	La Calle (21)	1953	MD	25,000	C. A.	Luis Garcia	Jose Sifontes	2	14½	10	24	General Tab	3.00 cm.
	La Esfera (7)	1927	MD	36,000D 47,000S	Ed. La Esfera	Ramón David León	Carlos León Mendoza	2	20½	17½	24	General	$2.25 in. or 3.00 cm.
	La Religión	1890	MD	12,000	C. A. Editorial Venezuela	Mons. Dr. Jesús María Pellín	Pablo E. Reyes Ocanto	2	20	16½	16-20	Catholics	3.00 cm.
	Ultimas Noticias (4)	1941	MD-Sun.	65,000	Miguel A. Capriles	Oscar Yanez	Marco Capriles	2	15	10½	40-48	General	$2.25 in.
Carora	El Diario		D		Antonio Herrera Oropeza		Lila de Herrera Oropeza				6	General	1.50 per line
Ciudad Bolivar (42,000)	El Luchador	1905	EDexSun.	6.800	J. Suegart & Cía.	Jorge Suegart	Z. A. Brito	2	22	18	8	General	2.25 in.
Coro	La Mañana		D		Cia. La Mañana	Rene Quevedo Pachano	Diego N. Chirinos		12		8	General	2.00 cm.
Maracaibo (250,000)	Diario de Occidente (6)	1949	MD	17,500	C. A. Editorial Tipográfica	Rodolfo A. Auvert	Jesús Salas R.	2	21¾	16	16	General	$1.95 in.
	Herald		D	2,500		F. A. Nussenbaum Bus. Mgr.							$1.55 in. US
	Informaciones	1950	MD	21,000	C. A. Informaciones	Rafael J. Meléndez		2	21	16½	16	General	2.50 cm.
	La Columna	1924	D	9,000	C. A. Tipografía La Columna	Pbro. Mariano J. Parra Leon		2½	20	16½	8		$1.00 in U.S
	Maracaibo Herald (6)	1928	Friday	2,000	Empresa Deits, C. A.	A. Cecil Deits		2	15¾	10½	16	Eng.-speaking	1.50 in.
	Panorama (4)	1914	MD	32,000	Emp. Panorama S. A.	Dr. Carlos Ramirez	M. Mario Romero	2	21	16	16	Mid., Upper	2.25 cm. in U.S. cy.



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LA NACION

Ciudad Trujillo, Dominican Republic

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This small type closes many a Big Deal—particularly through the ads in Editor & Publisher's Classified Section. Use these columns for your personnel needs—
Small Job or Big Job.

EL NACIONAL

VENEZUELA'S GREATEST NEWSPAPER

1946—THE ***FIRST*** TO AUDIT ITS CIRCULATION

1950—THE ***FIRST*** TO AUDIT ON A ***YEAR-ROUND*** BASIS
(INSTEAD OF ONLY ONE MONTH A YEAR)

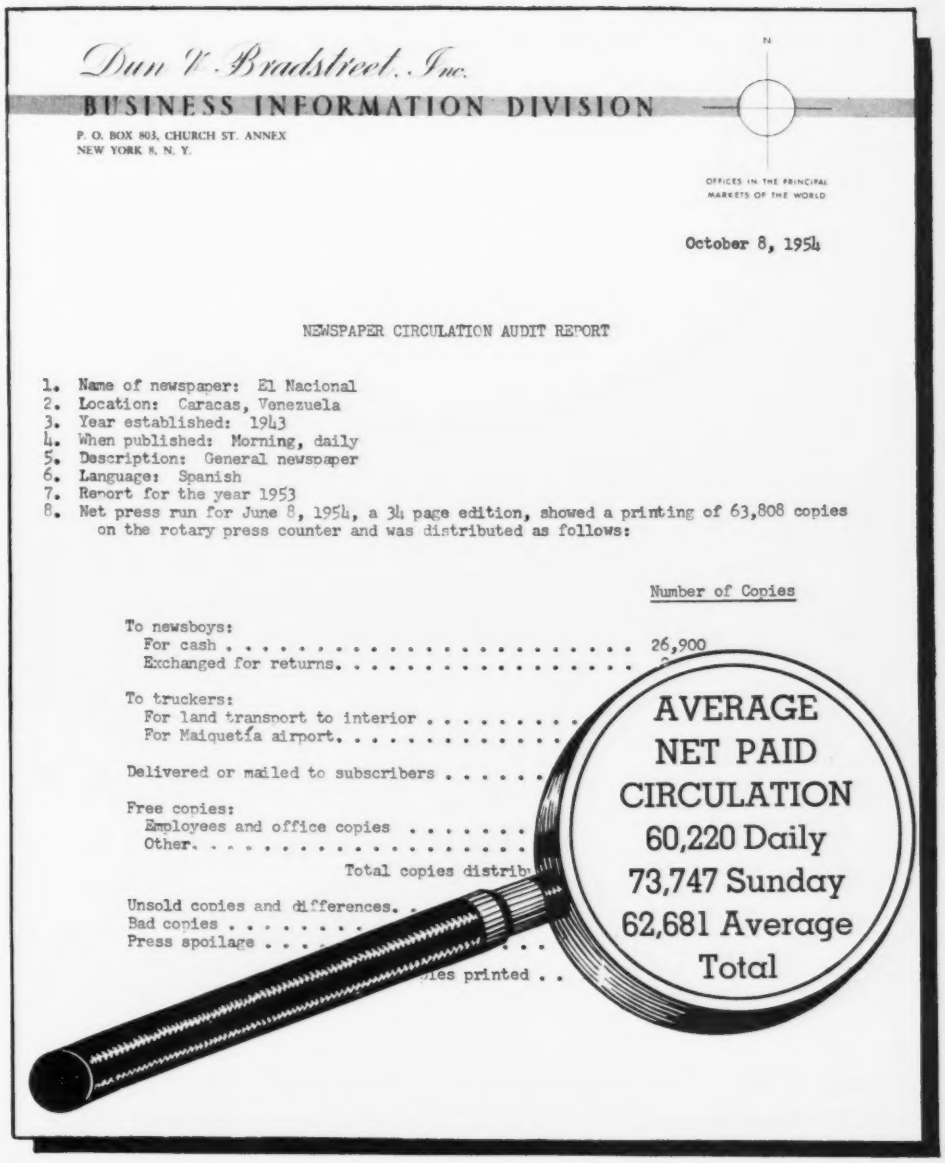
Specially contracted transport planes speed this great metropolitan daily to readers throughout Venezuela by 7:00 A.M. each day. The 1954 audit of its circulation, conducted by Dun & Bradstreet, Inc., of New York, covers the 12-month period ending June 29, 1954.

EL NACIONAL of Caracas leads the way in providing advertisers with an accurate yardstick with which to measure its advertising value.

Newly installed production facilities, and a new transportation and delivery system maintains the METROPOLITAN character of EL NACIONAL, now housed in its own new seven-story building expressly constructed for the purpose.

In its twelfth year, EL NACIONAL of Caracas still claims, on the basis of its certified audits by Dun & Bradstreet, Inc., the largest circulation of any Venezuelan newspaper.

EL NACIONAL of Caracas, has attained such a position of eminence that especially adequate transportation and house-delivery facilities in all parts of ***Venezuela*** had to be devised, established and maintained. These facilities are functioning smoothly and they are the day-to-day guaranty that your advertising has the environment in which it is productive and profitable. The news-gathering activities of EL NACIONAL are served by the UP and INS and a competent corps of correspondents located in all parts of Venezuela. **Its 1954 circulation audit by Dun & Bradstreet, Inc. of New York, along with copies of the newspaper, are available upon request.**



Dun & Bradstreet, Inc.

BUSINESS INFORMATION DIVISION

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NEW YORK 8, N. Y.

OFFICES IN THE PRINCIPAL MARKETS OF THE WORLD

October 8, 1954

NEWSPAPER CIRCULATION AUDIT REPORT

1. Name of newspaper: El Nacional
2. Location: Caracas, Venezuela
3. Year established: 1943
4. When published: Morning, daily
5. Description: General newspaper
6. Language: Spanish
7. Report for the year 1953
8. Net press run for June 8, 1954, a 34 page edition, showed a printing of 63,808 copies on the rotary press counter and was distributed as follows:

	Number of Copies
To newsboys:	
For cash	26,900
Exchanged for returns	[illegible]
To truckers:	
For land transport to interior	[illegible]
For Maiquetía airport	[illegible]
Delivered or mailed to subscribers	[illegible]
Free copies:	
Employees and office copies	[illegible]
Other	[illegible]
Total copies distrib[illegible]	[illegible]
Unsold copies and differences	[illegible]
Bad copies	[illegible]
Press spoilage	[illegible]
[illegible]ies printed	[illegible]

AVERAGE NET PAID CIRCULATION
60,220 Daily
73,747 Sunday
62,681 Average Total

Exclusive Representatives:

MELCHOR GUZMAN CO., Inc.
45 Rockefeller Plaza
New York 20, N. Y.
Circle 7-0624

Copies of this audit on request

CARACAS
VENEZUELA

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

VENEZUELA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Mérida (17,400)	El Vigilante	1923	MDexMon.	2,600	Empr. El Vigilante	Antonio I. Camargo	R. Rodríguez A.	2¾	17	11	4	General	
	Vanguardia		D			Carmen Aurora Carrillo							
San Cristóbal (42,210)	Diario Católico	1924	MD	4,000	Diocese	Rafael Angel González	Enrique Delgado	2	14½	10	12	Catholic	1.00 cm.
	El Centinela	1938	MD	1,500	Marco A. Morales	Marco A. Morales		2	16	5 col.	10	General	0.50 cm.
Valencia (59,250)	El Carabobeño (32)	1933	MD	10-12,000	"París en América" S. A.	E. Alemán Sucre	Juan Planasa	2	21½	16½	8	General	4.00 in.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS

ANTIGUA, B. W. I. (35,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. John (10,000)	Antigua Magnet	1923	ED	300					16	10½		General	
	The Antigua Star	1936	MDexMon.	650	The Antigua Printery, Ltd.	David Joseph Nelson	Alexandra A. Davis	2	17	13	4	General	48¢ in.

BAHAMAS, B. W. I. 76,620

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Nassau (18,000)	The Nassau Daily Tribune (6)	1903	DexSun.	5,375 6,510Sat.	Etienne Dupuch	Etienne Dupuch	Mrs. N. Pyfrom	2	21	16	4-6	General	80¢ in.
	The Nassau Guardian (4)	1844	MDexSat.	4,500D 6,000S	The Nassau Guardian Ltd.	Charles Arnot		2	16	10	16D 36S	General	US. $1.12 in. D US. $1.12 in. S

BARBADOS, B. W. I. (198,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Bridgetown (14,000)	Barbados Advocate (6)	1895	MDexMon.	‡9,846D ‡14,665S	Advocate Company, Ltd.	V. G. Gale	Trevor Gale	2	22	16	10	General	$1.20 BWI D-inch $1.80 BWI S-inch
	The Mid-Ocean News (21)	1911	EDexSun.	6,130D 8,069Sat.	S. Seward Toddings	T. A. Burton	F. E. Wheatley		15	10	32	General	80¢ in. D 97¢ in. Sat.
	Evening Advocate (6)	1948	Mon.	7,000	Advocate Company, Ltd.	V. C. Gale		2	22	16	8	General	60¢ in.

BERMUDA (38,530)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Hamilton	The Royal Gazette (4)	1828	MD	(ABC)6,723	The Bermuda Press Ltd.	E. T. Sayer	Ford Baxter	2	20	16½	12-16	General	1.10 in US. cy

Prensa Libre

HAS THE LARGEST NATIONAL CIRCULATION IN CUBA

92,000 COPIES DAILY

With a powerful selling appeal because of its wide penetration in all homes

RATE CARD — Established July 1, 1954

	Rate for column in.
UNDESIGNATED PAGE, TUESDAY TO SATURDAY	$2.50
UNDESIGNATED PAGE, SUNDAY	2.70
ALLEGATIONS, STATEMENTS, ETC.	5.00
COMMERCIAL ADVERTISEMENTS IN TEXT FORM	3.50
SYNDICAL ADVERTISEMENTS	5.00
OFFICIAL ADVERTISEMENTS	5.00
BALANCE SHEETS, CITATIONS AND NOTICES	2.75
EDICTS	2.50
PHOTOGRAPHS	3.00
POLITICAL ADVERTISEMENTS	7.00
DEATH NOTICES	3.00
FIRST PAGE, SECOND SECTION	3.20
SPECIFIC PAGE: 10% EXTRA PER INCH	3.20

We reserve the right to place advertisements in the most appropriate manner and to reject any that we may feel is unethical.

Prensa Libre
MORNING-DAILY

Director: SERGIO CARBO
Assistant Director: DR. HUMBERTO MEDRANO
Administrator: JOSE SOBRINO

MANRIQUE ST. 563
Tel. M-3947—A-6161
HAVANA, CUBA

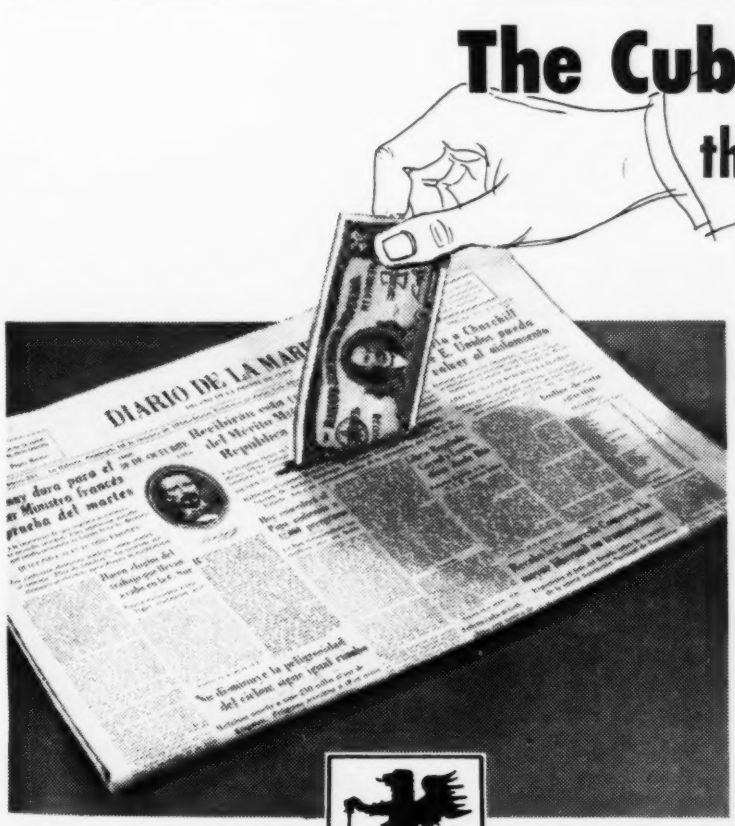
DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA (5,348,000)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Baire (16,000)	El Pueblo	1915	ED	1,200	Fernando Rodríguez Rojas	Fernando Rodríguez Rojas	Delfín A. Rodríguez S.	2½	20½	14	4	General	$1.00 in.
Calbarién (26,770)	El Imparcial		D										
Camagüey (164,330)	Acción	1936	MDexMon.	3,000		M. Ada Barral		2	22½	16½	6	General	30¢ in.
	El Camagüeyano (6)	1900	MDexMon.	10,000	El Camagüeyano Cía. Com., S. A.	Walfredo J. Rodríguez	Luis Dulzaides	2¼	20¾	17	12-16	General	$1.25 in.
	El Noticiero de Camagüey	1936	ED	2,000	Justo Venegas Socarrás & Félix Sánchez Mestril	Justo Venegas Socarrás	Joviano Miguel Venegas S.	2	20	17½	8	General	1.00 in.
Cárdenas (48,890)	El Comercio		EDexSun.		Francisco G. Bacallao	Francisco G. Bacallao						General	
	La Entorcha	1931	NDexSun.	525	José Andres Comas Bas	J. E. Fernández Liebrez	J. E. Fernández	2½	15¾	11	4	General	
	La Union	1889	EDexSun.	1,000	Juan C. Toscano	J. C. Toscano	Godelia García	2¾	14½	9½	4	General	.20 in.
	Prensa Libre	1934	EDexSun.	1,500	Rafael Palmer Rodríguez	R. Palmer Rodríguez	R. Palmer Rodríguez	2	15	10	4	General	0.40 in.
Ciego de Avila (79,970)	El Censor	1933	EDexSun.		Pedro Coterón R	Pedro Coterón R.		2	16	10	5	General	
	El Pueblo	1905	EDexSun.	500	Tomas Arredondo Zayas	Armando Arredondo Lopez	Tomas Arredondo	2	22	18	4	General	2.00 in.-col.
	La Región	1919	EDexSun.	500	Enrique García P.	Enrique García P.		2½	18	12	8	General	
Cienfuegos (100,550)	El Comercio	1902	MDexSun.	8,300	Cía. El Comercio, S. A.	Alberto Aragonés y Machado	Roberto Torres García	2½	20½	17¾	8	General	1.00 in.
	La Correspondencia		EDexSun.	7,000	La Correspondencia, S. A.	Julio Velis López	Heliodoro Moreno	2	20	15¾	8	Home	50¢ in.
Guantánamo (93,440)	El Nacionalista	1931	NDexSun.	500	Narciso Balbuena	Samuel Balbuena	N. Balbuena	1½	16	11	4	General	
	La Voz del Pueblo	1889	DexSun.			J. Vásquez			24	18	6	General	
Habana (697,080)	Alerta	1935	EDexSun.	10,000D 50,000Mon.	Ramón Vasconcelos	Ramón Vasconcelos		2	21½	16	24	General	$2.20 in. D $2.40 in. S
	Avance (4)	1933	EDexSun.	26,880D $2,000M	Cía. Cubana de Publicaciones S. A.	Mario Massens	Alberto Perdices	2	21	18	14	Upper, Gen.	$2.00 D; $2.30 M
	Diario de la Marina (6)	1832	MDexMon.	62,000D 62,000S	Diario de la Marina, S. A.	José I. Rivero H.	Oscar Rivero H.	2	19½	16¾	36-112	General	$2.60 in. D $2.90 in. S
	El Crisol	1934	MNDexSun.	84,699Mon. 47,185D	Alfredo Izaguirre Hornedo	Rigoberto G. Ramirez		2	21	16	12-24	General	$2.20 in. D $2.60 in. Mo
	Excelsior	1921	MDexMon.	52,000D 75,795Sun.	Emp. Ed. El País, S. A.	Victor Bilbao	Luis Sándrez Maspons	2	21	16	14	General	$2.00 in. D $2.20 in. Sun
	Finanzas	1933	MDexMon.	5,000	Manuel Camio y Rodríguez	Manuel Camio y Rodríguez		2½	21	8 col.	8	Com., Ind.	$1.00 in.
	Heraldo Comercial	1917	MD	10,500	Heraldo Comercial, S. A.	A. S. Alvarez		2¼	22	17½	8	Agr., Com., Ind.	
	Industria y Comercio	1936	EDexSun.	910	Cámara de Comercio de la República de Cuba (Cuban Chamber of Commerce)	Rafael A. Dávalos y Rodríguez Torica		7	10	9	10	Com., Ind.	35.00 in. for one year

The Cuban newspaper with the strongest selling power



Since many years ago, the biggest Cuban advertisers have recognized the solid investment represented by the advertising dollar invested in **Diario de la Marina,** because it is the newspaper that produces higher dividends for each dollar spent.

Every important concern in Cuba using press advertising considers indispensable to include **Diario de la Marina** in their schedules. **Diario de la Marina,** due to the enormous prestige it enjoys for its efforts in behalf of the Cuban people, circulates precisely among those social classes with high purchasing power.

122 years of efforts in behalf of the nation, family, religion and culture, have profoundly established **Diario de la Marina** as the newspaper that always has been and will be defending the general interests of the nation. All this makes possible that **Diario de la Marina,** "the Dean of the Cuban press", backed up by its thousands of subscribers, advertisers and readers, may be able to renew its efforts in publishing the best and most modern paper, maintaining at the same time, its policy in favor of the Cuban people.

1832

DIARIO DE LA MARINA

Exclusive Representatives in the United States: JOSHUA B. POWERS, Inc., 345 Madison Avenue, New York 17, N. Y.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Habana—Continued	Información (20)	1933	MDexMon.	143,000D 65,000S	Cía. Ed. de Información, S. A.	Dr. Santiago Claret	Julio Claret	2	20	17	42D 92S	Mid., Upper	$2.60 in. D $2.90 in. S
	La Campaña Cubana	1940	D										
	La Discusión	1889	MEDexSun.	10,000	La Discusión, S. A.	Emma Larraz Sorondo	Paulino F. Puente	2	20¼	18	8	General	1.80 in.
	Mañana	1938	MDexMon.	55,000	Edit. Mañana, S. A.	José López Vilaboy	Antonio Perdices Yubero	2	21	16	14-16	General	1.80 in. D 2.20 in. S
	Man Sen Yat Po (Chin.)	1921	NEDexSun.	2,500	Kuo Min Tang Nationalist Party	Ramón Chiong	Ramón Chikon		23	34	10-12	Chin. Nat.	
	Prensa Libre	1941	MEDexMon.	92,000	Ed. Prensa Libre S. A.	Sergio Carbó	José Sobrino	2	21	14	8	General	$2.50 in.
	Pueblo	1937	MEDexSun.	28,000	S. A. Editorial Mediodía	F. Valdes Gomez	G. Le Batard	2	21	16	12	General	$2.00
	The Havana Post (4) (Eng.)	1898	MDexMon.	11,607	The Havana Post Co., Inc.	Clara Park Pessino	Alfonso R. Ledo	2⅛	20¾	18	8	Eng.-speaking	1.30 in. D 1.50 in. S
	Tiempo En Cuba	1950	D										
	Wah Mon Sion Po (Chin.)		EDexSun.		Wong Chong Wu	E. Wong		4	20	15½	12	Chinese	
Holguín (184,300)	Diario de Holguín	1922	NDexSun.	2,500	Felipe Pérez Jiménez	Felipe Pérez Jiménez		1¼	17½	11⅞	4	General	50¢ in.
	Heraldo Holguinero	1930	MDexMon.	7,500	Luis Payret Llopis	Sergio Rojas Garcés	W. Rojas Garcés	2¼	21½	6 col.	8	General	
Manzanillo (83,140)	Orientación	1934	EDexSun.	2,500	Hipólito Portal	Hipólito Portal	Hipólito Portal	2¼	20¼	18¼	4-6	General	50¢ in.
Matanzas (77,910)	El Imparcial	1886	EDexSun.	6,000	Cía. Impresora S. A.	Guillermo Gómez	César M. Casas	2¼	21½	15	6	General	
	El Republicano	1900	EDexSun.	3,200	Orlando L. Solés	O. L. Solés		2¼	22	14½	4	Ind., Com.	40¢ in.
Sagua la Grande (38,070)	El Popular		D										
Sancti Spíritus (112,350)	El Fénix	1894	EDexSun.	3,000	Cía. Ed. El Fénix, S. A.	Josefa I. Taboada G.	José D. Taboada G.	2¼	19	15	4	General	0.50 in.
Santa Clara (120,000)	Diario de las Villas	1953	MD	20,000	Diario de las Villas, S. A.	Julio César Fernández	Daniel Gómez Nieto	2	21	17½	8-12	General	2.00 in.
	El Villaraño		ED	15,000	Armando Machado y Pérez de Prado			2	21	8 col.	8	General	
Santiago (125,090)	Diario de Cuba	1917	MDexMon.	15,000	Eduardo Abril Amores	Eduardo Abril Amores	Eduardo Abril Dumois	2	21	16	12-16	General	1.25 in.
	La Libertad	1934	MDexMon.	10,000	Esteve & Morales			2¼	20¾	14¾	8	General	
	Oriente (4)	1935	MDexSun.	19-22,000	Carlos Dellunde M.	Carlos Dellunde M.	L. Martínez	2¼	21	15½	8	General	$1.25 in.
	Prensa-Universal	1951	MDexSun.	18,000D 22,000Mon.	Edit. Universal, S. A.	Vicente Pujals Garay y R. Lopez Lacau	R. Lopez Lacau	2¼	21	16	8	General	1.25 in.
Trinidad (15,450)	El Tiempo	1924	EDexSun.	7,050	José Zayas Rodriguez	José Zayas Rodriguez	E. Zayas	2¼	15	10	10	General	40¢ in.

CURAÇAO, N. W. I. (148,530)

Florin

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Willemstad (25,000)	Amigoe di Curacao	1883	MDexSun.	3,000	Paulus-Drukkerij, N. V.			2 5/16	20½	15 5/16	6	General	$1.30 in.
	Beurs-en-Nieuwsberichten N.	1935	MDexSun.	6,500	N. V. Curaçaosche-Drukkirij	L. W. de Wit		2 3/16	20½	15 5/16	8	General	$2.00 in.
	Boletín Commercial (Eng.-Span.-Neth.)	1908	NDexSun.	1,000	Bob Pinedo	I. Bloch		2½	20	15	4	General	60¢ in.
	La Prensa (Span.), Papiamento (native lang.) (4)	1928	MDexSun.	5,300	Ediciones Populares, S. A.	Efrain Jonckheer	Joseph DaCosta Gómez	2¼	21	17½	4	General	$1.30 in.
	La Prensa (Eng.) (4)	1951	EDexSun.	2,000	Ediciones Populares, S. A.	Efrain Jonckheer	Joseph DaCosta Gómez	2¼	15	9	8	General	$1.30 in.
	Today—De Morgenster	1949	MDexSun.	2,400				2 5/16	20½	15 5/8	4	General	$1.70 in.

DOMINICAN REPUBLIC (2,121,083)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ciudad Trujillo (181,533)	El Caribe (21)	1948	MD	22,000	Editora del Caribe	German E. Ornes C.	Andres J. Aquino	2	22	16	14D 24S	General	1.30 in.
	La Nacion (6)	1940	MD&S.	17,500	Ed. La Nacion C. por A.	Manuel Valldeperes	Hermann Bauer Morey	2	22	17	12-20	General	$0.80 inch.

The Daily Gleaner (A.M.) The Sunday Gleaner (A.M.)

THE STAR (P.M.)

(Only daily newspapers in Jamaica)

— COVERING JAMAICA DAILY *with the influence and prestige of 120 years of Publication*—

"The Gleaner" presents a true picture of Foreign and Local news to all Jamaica. As an advertising medium it has proven beyond compare in placing products of all types on the local market.

Yes . . . "The Gleaner" goes further ahead and afield day by day.

AUDITED CIRCULATION, GLEANER

Net Average
Monday to Friday and Sunday 44,186
Saturdays 54,399

The Gleaner Co., Ltd.
Also publisher of "The Children's Own" and The Weekly Overseas Gleaner.

EXCLUSIVE ADVERTISING REPRESENTATIVES

S. S. KOPPE & CO., INC.

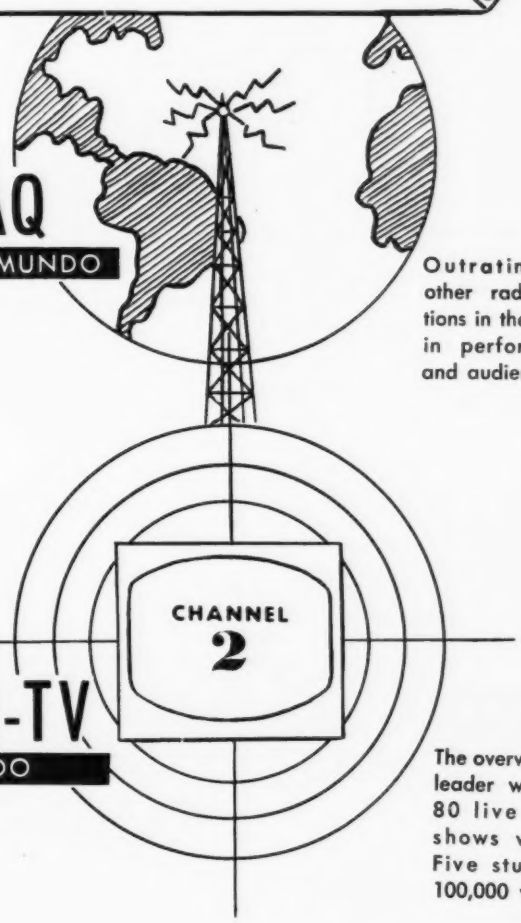
630 FIFTH AVENUE
NEW YORK 20
N. Y.

FOR POSITIVE RESULTS IN PUERTO RICO!

EL MUNDO

DIARIO DE LA MAÑANA

The leading and most influential newspaper in Puerto Rico. It carries more advertising than all other Puerto Rican publications combined.



WKAQ

RADIO EL MUNDO

Outrating all other radio stations in the island in performance and audience.

WKAQ-TV

TELEMUNDO

The overwhelming leader with over 80 live talent shows weekly. Five studios — 100,000 watts.

Use the EL MUNDO group to reach every family in Puerto Rico. It is a tested and proven economical method of achieving maximum sales in this 400 million dollar market.

WRITE OR PHONE US FOR COMPLETE FACTS, FIGURES AND RATES

Others Make Claims . . . But the Important 3 in Puerto Rico Make Customers and Move Goods for you!

REPRESENTATIVES: **INTER-AMERICAN PUBLICATIONS, INC.**

41 EAST 42nd STREET, NEW YORK 17, N. Y. MURRAY HILL 2-0884

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

DOMINICAN REPUBLIC—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
La Romann (17,064)	El Heraldo	1925	D	1,500	A. Sánchez Pérez	A. Sánchez Pérez	E. Sánchez Cabanillas	2	14½	14	4	General	1.00 in.
San Pedro de Macorís (24,922)	Diario de Macorís	1922	D	1,000	Néstor Febles	Néstor Febles		2	20		4	General	10¢ in.
Santiago de los Caballeros (64,439)	La Información (6)	1915	EDexSun.	5,000	La Información C. por A.	Luis A. Franco		2	20½	16	8	General	0.35 in.

GRENADA, B. W. I. (90,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. Georges (7,000)	The West Indian	1915	MDexFri.,Mon.	2,000	The Grenada Printing Co. Ltd.	J. B. Renwick		2⅛	21	15½	6	General	84¢ in.

HAITI (3,112,000)

Gourde

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-au-Prince (170,000)	Haiti Journal	1930	EDexSun.	4,500	Stenio Vincent	Marcel Salnave	Marcel Salnave		24	18	4-6	General	0.50 in.
	Le Jour (20)	1950	E6timesweekly	6,000	Hubert Carré	Hubert Carré	Hubert Carré	2⅛	22	18	6	General	70¢ in.
	La Matin	1907	M5timesweekly	10,000	Franck Magloire	Franck Magloire	Raymond L. Chancy	2	20½	23	8-10	General	50¢ in.
	La Phalange	1939	MD	5,000	Mons. Joseph LeGouaze	Claude Gérôme	Father LeDu	2⅛	22	16½	4	General	2.50 in.
	Le Nouvelliste (15)	1896	EDexSun.	6,00	Ernest G. Chauvet	Ernest G. Chauvet	Max Chauvet	1⅛	20	8 col.	8	General	70¢ in.

JAMAICA, B. W. I. (1,389,000)

Sterling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingston (224,115)	Daily Gleaner (4)	1834	MDexSun.	43,636D	The Gleaner Co., Ltd.	S. G. Fletcher		2⅛	21	18	14-16	General	$3.36 BWI inch
	The Star (4)	1951	EDexSun.	24.000	The Gleaner Co., Ltd.	S. G. Fletcher		2⅛	16½	11½	8-12	General	$1.40 US. cy.

PUERTO RICO (2,210,703)

U. S. Dollar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Arecibo (76,680)	El Rigionalista	1903	EDexSun.	930	José R. Adorno	José R. Adorno	José R. Adorno	2⅛	13¼	12		General	
Ponce (126,542)	El Día (4)	1909	EDexSun.	8,000	Editorial El Día, Inc.		Alberto Tore	2	20	20	8	General	75¢ in.
San Juan (208,050)	Caribe News	1949	D								8		$1.00 in.
	El Imparcial (30)		MD	63,175 **(ABC)	Antonio Ayuso Valdivieso	Antonio Ayuso Valdivieso	Hector Cintron Ayuso, gen. mgr., Ramón A. San Antonio, adv. mgr.	2	14½	10⅛	32	General	$3.60 in
	El Mundo (16)	1919	EDexSun.	59,747	El Mundo, Inc.	Pablo Vargas Badillo	Angel Ramos	2	21	16	24	General	$2.50 in. D $3.00 in. Sat

ST. KITTS, B. W. I. (40,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Basseterre (12,000)	The St. Kitts News Daily Bulletin	1914	EDexSun.	550	A. Moure Losada	Stanley Procope	Stanley Procope	2⅛	16	11½	4	General	30¢ in.
	Union Messenger	1921	NDexSun.	200	The Progressive Printery Ltd.	Joseph N. France	Joseph N. France	2	12	8	4	Socialist	48¢ in.

ST. LUCIA, B. W. I. (70,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Castries (8,000)	The Voice of St. Lucia (6)	1885	MDexSun., Mon	1,578D 2,110S	The Voice Publishing Co.	Edward L. Cozier	L. H. Skeete	2	16	10	8D 12S	General	$US. 0.60 in

ST. VINCENT, B. W. I. (58,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingstown (4,500)	Times	1898	ED	1,500					20	15	6	Liberal	

Trinidad Guardian

Sunday Guardian

EVENING NEWS
Port of Spain, TRINIDAD,
British West Indies

. . . . It is accepted in all informed advertising circles that the above newspapers are the most important in all Trinidad.

. . . . Trinidad Guardian—mornings except Sunday
Sunday Guardian
Evening News—evenings except Sunday

. . . . Read by everybody in Trinidad, all income groups. Complete coverage and advertising penetration.

. . . . You can reach the entire market, without exception, by using newspapers of Trinidad Publishing Co., Ltd.

Exclusive Advertising Representatives

630 Fifth Avenue **S. S. KOPPE & CO., INC.** New York 20, N. Y.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

TRINIDAD, B. W. I. (618,600)

B. W. I. Dollar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-of-Spain (100,000)	Evening News (4)	1936	EDexSun.	118,000	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy	M. A. Conyers	2	15	9¾	16	General	$1.80 in. (B.W.I. cy.)
	Port-of-Spain Gazette (6)	1825	MDexMon.	5,800D 9,000S	Port-of-Spain Gazette Ltd.	A. H. Hamil-Smith	Louis J. Pollonais, gen. mgr.	2	20½	16	10D 16S	Upper, Mid	$.50 in. D $.75 in. S
	Trinidad & Sunday Guardian (4)	1917	MDexMon.	33,000D 53,000S	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy		15	21½	16	14D 28S	General	$2.70 in. D $4.20 in. S (B. W. I.

VIRGIN ISLANDS (U. S.) (26,655)

U. S. Dollar

Charlotte Amalie (15,000) (St. Thomas)	The Daily News (4)	1930	EDexSun.	1,100	Ariel Melchior	Ariel Melchior	Ariel Melchior	2¼	13	4 col.	6-8	General	58¢ in.
Frederiksted (2,000) (St. Croix)	West End News	1912	EDexSun.	300	Paul E. Joseph	Paul E. Joseph	Paul E. Joseph	2	10¼	4 col.	4	General	50¢ in.
Christiansted (St. Croix)	St. Croix Avis	1840	D	500	Brodhurst & Sons								

DAILY NEWSPAPERS OF EUROPE

AUSTRIA

City	Publication	Political Affiliation	Established	Circulation	Issued	Editor	Responsible Editor	Manager
Vienna	Arbeiter Zeitung	Socialist Party Organ	1889..	235,000 Sun 235,000.	MDexMon	Dr. Oscar Pollak	Richard Kurfürst	Franz Förg
	Das Kleine Volksblatt	People's Party Organ	1929..	140.000; Sun 205.000.	MDexMon	Dr. Franz Grössl	Franz Stamprech	Karl Flödl
	Die Presse (6)	Independent, Business	1948..	50,000; Sun 65,000	MDexMon	Milan Dubrovic	Ludwig Derka	Fritz P. Molden
	Neue Wiener Tageszeitung	People's Party, Business.	1950..	28.000; Sun 35.000.	MDexMon	Dr. Gottfried Heindl	Dr. Walter Neuwirth	L. Martinides
	Neues Oesterreich	Independent	1945..	101,000; Sun 168,000.	MDexMon	Dr. Rudolf Kalmar	Dr. Heribert Husinsky	Emil Fuchs
	Oesterreichische Volksstimme	Communist Party Organ	1945..	50.000; Sun 80.000.	MDexMon	Erwin Zucker-Schilling	Eva Priester	Johann F. Schmid
	Oesterreichische Zeitung	Soviet Occupation Forces.	1945..	25.000;	MDexMon	Major D. Motschalin		
	Wiener Zeitung	Organ of the Government	1703..	31.000; Sun 36.000.	MDexMon	Dr. Ferdinand Reiter	Dr. Ferdinand Reiter	Michael Illetschko
	Bild-Telegraf	Independent	1946..	48,000; Sat 60,000	NoonDexSun	Bruno Frei	Ernst Epler	Johann F. Schmid
	Der Abend mit Sport-Tagblatt	Independent, Communist	1945..	15,000;	Noon&EDexSun	Walter Hacker	Hans Dusika	Franz Förg
	Weltpresse	Independent, Socialist	1945..	50,000; Sat 80,000	NoonDexSun	Harry W. Reinert		Bert S. Fielden
	Neuer Kurier	Independent	1954..		NoonDexSun	Hans Dichand	Anton Hauptmann	Dr. L. Polsterer &
Graz	Kleine Zeitung	Independent, Popular	1903..	80.000; Sun 103,000.	MDexMon	Dr. Heribert Ircher	Dr. Heribert Ircher	Dr. Karl Maria Stepan
	Neue Zeit	Socialist Party	1946..	51,000; Sun 63,000	MDexMon	Dr. Heinz Paller	Dr. Gunther Nenning	Dr. Oswald Elleberger
	Süd-Ost Tagespost	People's Party	1856..	47,500; Sun 57,500	MDexMon	Dr. Helmuth Schuster	Franz Karl Wagner	Dr. H. Mairhofer
	Wahrheit	Communist Party	1946..	17.000; Sun 30,000.	MDexMon	Rudolf Spitzer	Karl Schiffer	Karl Hanny
Klagenfurt	Die Neue Zeit	Socialist Party	1946..	22,000; Sun 23,000	MDexMon	Richard Blasius Blatnik.	Richard Blasius Blatnik.	Ferdinand Wedenig
	Volkswille (Branch edition of Wahrheit, Graz)		1946..	7.000;	MDexMon	Rudolf Spitzer	Josef Nischelwitzer	
	Volkszeitung	People's Party	1946..	23.000;	MDexMon	Dr. Josef Maier	Rudolf Lach	Hermann Daniel
Linz	Linzer Volksblatt	People's Party	1869..	16,200; Sat 20,500	MDexSun	Alfred Lehner	Alfred Lehner	Karl Malzer
	Neue Zeit	Communist Party	1945..	8,000	MDexSun	Richard Schueller	Franz Kain	Ernst Sonnenschein
	Oberösterreichische Nachrichten	Independent	1945..	45,000; Sat 56,000	MDexSun	Walter Pollak	Richard Granner	Heinrich Oberlik
	Tagblatt	Socialist Party	1897..	24,000; Sat 30,000	MDexSun	Nikolaus Negrelli	Dr. Josef Haider	Franz Hanselik
	Tagespost	Independent	1865..	23,000; Sat 27,000	MDexSun	Gustav Putz	Gustav Putz	
Salzburg	Demokratisches Volksblatt (Branch Edition of Tagblatt, Linz)		1945..	6,300; Sat 7,200	MDexSun	Josef Kaut	Dr. Herbert Moritz	Franz Hanselik
	Salzburger Nachrichten	Independent	1945..	43,000; Sat 73,000	MDexSun	Gustav A. Canaval	W. Schaup	Max Dasch
	Salzburger Tagblatt (Branch Edition of Neue Zeit, Linz		1945..	5,000	MDexSun	Wille Brandecker	Alfred Scharf	Ernst Sonnenschein
	Salzburger Volksblatt	Independent, Popular	1870..	13,500; Sat 19.000	MDexSun	Dr. Hans Menzel	Karl Keller	Hans Glaser
	Salzburger Volkszeitung	People's Party	1945..	6,000	MDexSun	Dr. Fritz Sommer	Dr. Fritz Sommer	
Innsbruck	Tiroler Nachrichten	People's Party	1945..	10,000	MDexSun	Ludwig Strickner	Leo Krismer	Dr. Hans Kness
	Tiroler Tageszeitung	Independent	1945..	41,700; Sat 47.400.	MDexSun	Dr. Anton Klotz	Dr. Anton Klotz	Josef Moser
	Volkszeitung	Socialist Party	1902..	12,000	MDexSun	Reinhold Zimmer	Johann Franz	Walter Gerstenbräun
Bregenz	Neue Tageszeitung	Communist Party	1950..	7,000	MDexSun	Ernst Fuchs	Ernst Fuchs	
	Vorarlberger Nachrichten	Independent	1945..	23,500	MDexSun	Eugen Russ	Dr. Anton Russ	Eugen Russ
	Vorarlberger Volksblatt	People's Party	1871..	12,000; Sat 15,000	MDexSun	Dr. Eugen Breier	Walter Scheiner	B. Auer
	Vorarlberger Volkswille (Branch Edition of Volkszeitung, Innsbruck)		1945..	6,000	MDexSun	Reinhold Zimmer	Franz Königstedt	Walter Gerstenbräun

MONDAY PAPERS

Vienna	Welt am Montag	Independent, Socialist	1946..	180,000	Monday	Richard Nimmerrichter	E. Hagen-Hackensöllner	Franz Förg
	Wiener Montag	Independent	1947..	185,000	Monday	Josef Pav	Dr. Hans Lang	Wilhelm Kozak
Graz	Grazer Montag (Branch Edition of Wiener Montag, Vienna)		1947..	55,000	Monday	Josef Pav	Dr. Hans Lang	Wilhelm Kozak
Klagenfurt	Welt und Sport am Montag Morgen	People's Party	1948..	5,000.	Monday	Dr. Josef Maier	Eduard Pust	Hermann Daniel

NOTE ON MONDAY PAPERS: Monday papers have all characteristics of dailies, which are not published on Mondays in Vienna, Graz and Klagenfurt.
NOTE ON PROPRIETOR: The political affiliation reveals the proprietor. Papers of the political parties are owned by the local party organizations or party-sponsored publishing companies, independent papers by private companies, papers of the occupation forces by the respective armies and "Wiener Zeitung" by the Republic of Austria.
NOTE ON RESPONSIBLE EDITOR: According to the Austrian press law, every paper has to name a person responsible of its contents. Occupation papers do not comply with the press law.

BELGIUM

City	Publication	Circulation	Adv. Rate Per Line	Editor	Manager
Brussels	La Derniere Heure	190,000		A. Volant	G. Bouche
	Le Drapeau Rouge	70,000	20-75	P. Joye	J. Terive
	La Lanterne	80,000			
	Het Laatste Nieuws	315,000		M. Stijns	J. Hoste
	Het Nieuws van den Dag	50,000		J. Jourdain	J. Duplat
	La Libre Belgique	190,000		V. Zeegers	P. Jourdain
	La Nation Belge	50,000		Joseph Finet	M. Neuray
	Le Peuple	100,000	15-40	V. Larock	A. Houslaux
	Le Soir (14)	320,000		C. Breisdorff	Mlle. M. T. Rossel
	De Nieuwe Gids	100,000		De Spot	J. Delafatrie
	De Standard	30,000		De Smaele	De Smaele
	La Cite			William Ugeax	W. Ugeax
Antwerp	Gazet van Antwerpen	150,000	20-50	L. Meerts	A. Somville
	Het Handelsiad	50,000	25-30	J. Merck	H. de Kimpe
	La Matin	30,000	20	G. Desguin	Mme. P. de Cauwer
	La Metropole	30,000			M. Waillet
	De Nieuwe Gazet	62,000		A. Monet	J. Burton
	Volksgazet	140,000	30	J. Van Eynde	A. Molter
Arlon	L'Avenir du Luxembourg	30,000		C. Decker	C. Decker
Charleroi	La Nouvelle Gazette	75,000		M. Evrard	M. Evrard
	Le Rappel	67,000	18	J. Valschaerts	J. Valschaerts
	L'Independance	70,000		J. Demal	
Eupen	Journal de Charleroi	48,000		Marius B. des Essarts	
Ghent	La Flandre Liberale	10,000		A. Behets	H. Liebaert
	Het Volk	130,000		K. van Cavwelaert	R. Beyntjes
	Grenz Echo				
	De Gentenaar	85,000	5	C. Klnoyskens	G. Vanhoucke
	Vooruit	50,000	30	G. Crommen	A. De Block
Hasselt	Het Belang van Limburg	43,000	25	H. Leynen	F. Theesen
Liege	La Wallonie	40,000	20	I. Delvigne	I. Delvigne
	La Gazette de Liege	40,000		J. Demartean	J. Demartean
	La Meuse	200,000		H. Moers	F. E. Petit
	Le Monde au Travail	30,000			C. Rahier
Namur	Vers l'Avenir	30,000	18	M. Delforge	Baron de Thysebaert
Tournai	L'Avenir du Tournaisis	20,000	15-32	T. Rimbaut	T. Rimbaut
	Le Courrier de l'Escauit	20,000		L. Mallie	L. Mallie
Verviers	Le Courrier du Soir	7,000		W. Henrichs	W. Henrichs
	Le Jour	20,000		S. Dechene	S. Dechene

BULGARIA

City	Newspaper (English Equivalent)	Issued Circulation	Affiliation	Editor	Asst. Ed.
Sofia	Otechestven Front (Fatherland Front)	(m ex. Mon.) 150,000	Fatherland Front	St. Stanchev	M.Grigorov
	Rabotnichestko Delo (Workers' Newspaper)	(m)400,000	Communist Party		E. Staikov
	Zemedelsko Zname (Peasants' Banner)	(m ex. Mon.) 40,000	Agrarian Union	George Traikov	D.Daskalov
	Trud (Labor)	(m ex. Mon.) 150,000	Trade Unions	B. Milev	N.Aleksiev
	Narodna Mladesh (People's Youth)	(m ex. Mon.) 120,000	Youth Asso.	Editorial Com.	

DAILY NEWSPAPERS OF EUROPE—Continued

BULGARIA—Continued

City	Newspaper (English Equivalent)	Issued Circulation	Affiliation	Editor	Asst. Ed.
Sofia (Continued)	Novini (News)	(e ex. Sun.) 100,000	Fatherland Front	T.Trifonov	.....
	Naroden Sport (People's Sport)	(Mon.& Fri.) 50,000	Committee of Physical Culture and Sport	Editorial Com.	.....
Ruse	Dunavski Otechestven Front (Danubian Fatherland Front)	(m ex. Mon.) 9,000	Fatherland Front	M. Monchev	P. Ribarov
Burgas	Naroden Far (People's Lighthouse)	(m ex. Mon.) 8,000	Fatherland Front	Lazar Pavlov	V. Kozarev
Stalin (Varna)	Stalinsko Zname (Banner of Stalin)	(m ex. Mon.) 18,000	Fatherland Front	S. Alexjew	.....
Plovdiv	Otechestvan Glas (Fatherland's Voice)	(m ex. Mon.) 20,000	Fatherland Front	.....	.....

CZECHOSLOVAKIA

City	Newspaper	Circulation	Year of Publication	Issued	Language	Editor	Publisher and Affiliation	Type Area in mm
Prague	Lidová Demokracie (People's Democracy)	.....	10th	MDexMon	Czech	Roztislav Petera	Czechoslovak People's Party	315/470
	Mladá Fronta (Young Front)	170,000	10th	MDexMon	Czech	Václav Hájek	Union of the Czechoslovak Youth	315/470
	Obrana Lidu (People's Defense)	50,000	8th	MDexMon	Czech	Adolf Hradecky	Ministry of Defense	430/600
	Práce (Work [Labor])	480,000	10th	MDexMon	Czech	Antonin Zázvorka	Revolutionary Trade Unions	310/470
	Rude Pravo (Red Right)	750,000	34th	MD	Czech	Vojtěch Dolejší	Central Organ of the Communist Party	350/590
	Svobodne Slovo (Free Word)	.....	10th	MDexMon	Czech	Lad. Technik	Socialist Party	315/470
	Zemědělské Noviny (Agricultural News)	130,000	10th	MDexMon	Czech	Jaroslav Smid	Ministry of Agriculture	410/580
	Ceskosl Sport (Czechoslovak Sport)	.....	.....	Three times a week	Czech	Karel Marek	State Office for Sports	300/450
Brno	Rovnost (Equality)	.....	69th	Twice a week	Czech	Svatopluk Turek	Regional Branch of the Communist Party	315/470
Ostrava	Nová Svoboda (New Freedom)	100,000	10th	MDexMon	Czech	Jaroslav Hes	Regional Branch of the Communist Party	315/475
Bratislava	L'ud (People)	.....	6th	MDexMon	Slovak	Jozef Gajdošik	Slovak Renewal Party	315/470
	Obrana L'udu (Peoples Defense)	30,000	7th	MDexMon	Slovak	.....	Czechoslovak Armed Forces	315/470
	Práca (Work [Labor])	110,000	8th	MDexMon	Slovak	Juraj Fabian, Lad Zajac	Revolutionary Trade Unions	315/470
	Pravda (Truth)	130,000	34th	MDexMon	Slovak	Miloš Marko	Communist Party of Slovakia	315/470
	Uj Szó (New World)	.....	6th	MDexMon	Hungarian	Gyula Lörincz	Hungarian Workers in Czechoslovakia	315/470

DENMARK

(Compiled by Danish Audit Bureau of Circulations)

City	Name of Paper	ABC-circ.	Pol.	Publisher, Editor, Man. director, Adv. manager.
Aabenraa	Heimdal	(e) 5,195	Liberal	Pb: A/S Heimdal Ed: Bjørn Hanssen
Aalborg	Aalborg Amtstidende	(m) 22,302 (s) 24,127	Liberal Liberal	Pb: V. & M. Lassens efterk. Ed: Tyge Lassen (ansv.) Md: Axel Petersen Am: Elmer Larsen
	Aalborg Stiftstidende	(m) 32,158 (s) 54,501	Independent	Pb: A/S Aalborg Stiftstidende Ed: Alf Schiøttz-Christensen Md: Alf Schiøttz-Christensen og Kaj B. Hessov
	Ny Tid	(m) 10,907 (s) 9,890	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: Carl Th. Jørgensen Md: Hartvig Christensen
Aarhus	Aarhus Amtstidende	(m) 11,771	Liberal	Pb: A/S Aarhus Amtstidende Ed: Jakob Martin Md: Alfred M. Larsen
	Aarhuus Stiftstidende	(e) 44,005 (s) 71,614	Conservative	Pb: Aarhuus Stiftstidende Akts. Ed: Erik Schmidt Md: Arne Møller Nielsen, B. Stjernø Am: Willy Horn Hansen
	Demokraten	(e) 17,075 (s) 18,985	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: Frede Højmark Md: E. Seidelin
	Jyllands-Posten	(m) 68,676 (s) 131,433	Conservative	Pb: I/S Jyllands-Posten Ed: H. Hansen; Lasse Egebjerg Md: S. Bjerregaard Am: Jørgen Glasius
Copenhagen	Aftenbladet	(e) 30,270	Independent	Ed: Carl Baerentzen Md: Poul Baerentzen Am: G. E. Riisager
	Berlingske Tidende (6)	(m)190,412 (s)245,601	Conservative	Pb: I/S Berlingske Tidende Ed: Terkel M. Terkelsen, Sv. Aa. Lund, Axel Moos (ansv.), Henry Hellssen, Carl Th. Jensen Md: P. Andersen Am: Jens Enner
	Berlingske Aftenavis (6)	(e) 34,315	Conservative	Pb: I/S Berlingske Tidende Ed: Terkel M. Terkelsen, Svend Aage Lund, Otto Fog-Petersen Md: P. Andersen Am: Jens Enner
	B. T. (6)	(e) 70,217	Conservative	Pb: I/S Berlingske Tidende Ed: Poul Brahe Pedersen Md: P. Andersen Am: Jens Enner
	Dagens Nyheder	(m) 34,304 (s) 60, 458	Conservative	Pb: National tidende A/S Ed: Jens Søltoft-Jensen (ansv.); Poul Moller; Eigil Steinmetz Md: E. Wellskov Am: M. Ehlers Marcussen
	Ekstrabladet	(e) 86,147	Radical Liberal	Pb: A/S Dagbl. Politiken Ed: Ole Cavling (ansv.), Leif B. Hendil, Kai Schou Md: Orla Rode Am: Mogens Kaarøe
	Information	(e) 24,807	Independent	Pb: Selvejende institution Ed: Børge Outze; Erik Seidenfaden Md: Rob. Holmberg Am: Elmar Sørensen
	Kristeligt Dagblad	(m) 19,078	Independent	Pb: A/S Kristeligt Dagblad Ed: Edv. Petersen Md: Harry Olsen Am: Lilly Rasmussen
	Land og Folk	(m) 18,212 (s) 28,636	Communistic	Pb: Foreningen Folkepressen Ed: Børge Houmann Md: H. Kieruiff Am: F. August
	Politiken	(m) 148,591 (s) 284,734	Radical Liberal	Pb: A/S Dagbl. Politiken Ed: Niels Hasager (ansv.) Poul Graae, Hakon Stephensen Md: Orla Rode Am: Mogens Kaarøe
	Social-Demokraten	(m) 43,255 (s) 73,816	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foreninger. Ed: Peder Tabor (ansv.), Preben Wilmann Md: Henning Vestergard Am: Martin Jarvad
Esberg	Vestjyden	(m) 5,180	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: L. Kümmel Md: Fritz Timm
	Vestkysten	(e) 33,247	Liberal	Pb: A/S Den sydvestjydske venstrepresse Ed: Aage Nielsen Md: G. Ulrik
Fredericia	Frit Folk	(e) 2,228	Social Democrat	Pb: De som ejere og udgivere af dagbl. Soc-Demokraten kontraherende foreninger Ed: Hans Jensen Md: H. P. Marcussen
Haderslev	Dannevirke	(e) 8,079	Liberal	Pb: A/S Modersmaalet Ed: A. Søchting, B. Svensson Md: N. Th. Thomsen
Herning	Herning Folkeblad	(e) 9,858	Liberal	Pb: A.R. & H. Bendixsen Ed: A.R. Bendixsen (ansv.) og H. Bendixsen
Hillerod	Frederiksborg (e ex. mon.) Amts Avis	(e) 21,863 (s) 22,512	Liberal	Pb: I/S De Bergske Blade Ed: Laurids Hansen (ansv.) H. Lübecker Am: Helga Petersen
	Nordsjaellands Social-Demokrat	(e) 6,612	Social Democrat	Pb: De som ejere og udgivere af dagbl. Sockal-Demokraten kontrah. foreninger. Ed: Frede Ledet Md: Aage Koch Pedersen
Hjorring	Vendsyssel Tidende	(e) 24,035	Liberal	Pb: A/S Vendsyssel Tidende Ed: J. Jepsen Petersen Md: J. G. Henriksen
Holbaek	Holbaek Amts Venstreblad	(e) 9,966	Radical Liberal	Ed: H. Monrad Hansen (ansv.) og Viggo Knudsen Md: C. B. Schlaegelberger
	Holbaek Amtstidende	(e) 6,926	Liberal	Pb: A/S Holbaek Amtstidende Ed: H. Brix (ansv.), J. Antonsen Md: A. Mohr
Holstebro	Holstebro Dagblad	(e) 9,096	Liberal	Pb: I/S De Bergske Blade Ed: C. Eliassen Md: C. Eliassen Am: Kirsten Brøndlund
	Amts-Bladet	(m) 4,699	Social Democrat	Pb: De som ejere og udgivere af dagbl. Social-Demokraten kontraherende foreninger Ed: Schaltz Andersen Md: Ole Sørensen
Horsens	Horsens Folkeblad	(e) 14,070	Liberal	Pb: A/S Horsens Folkeblad Ed: N. Chr. Christensen Md: E. Nielsen
	Horsens Social-Demokrat	(e) 4,383	Social Democrat	Pb: De som ejere og udgivere af dagbl. Social-Demokraten kontraherende foreninger Ed: Sophus Rasmussen Md: H. I. Hansen
Kalundborg	Kalundborg Folkeblad	(m) 9,350	Liberal	Pb: A/S Kalundborg Folkeblad Ed: S. Rasmussen Am: M. B. Holm
Koge	Ostsjaellands Folkeblad	(e) 10,604	Independent	Pb: K. & E. Svarre Ed: K. & E. Svarre Md: E. Svarre Am: Harald Jensen
Kolding	Kolding Folkeblad	(e) 15,623	Liberal	Pb: I/S De Bergske Blade Ed: V. Behrens Am: B. Hasselager
	Jydske Tidende	(m) 26,743 (s) 32,731	Conservative	Pb: A/S Jydske Tidende Ed: Andreas Sorensen Md: Johs. Ejler
	Tidens Tegn	(e) 2,836	Social Democrat	Pb: De som ejere og udgivere af dagbl. Social-Demokraten kontraherende foreninger Ed: Soren M. Jensen Md: Roar Gustavsen
Naestved	Naestved Tidende	(m) 17,366	Liberal	Pb: A/S Naestved Tidende Ed: Asger Olsen Md: Vilh. Larsen Am: Kay Larsen
	Sydsjaellands Social-Demokrat	(e) 8,954	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foreninger Ed: J. Ragne Md: H. K. Michaelsen
Nakskov	Lollands Tidende	(e) 8,516	Liberal	Pb: A/S Lollands Tidende Ed: Einar Jacobsen Md: A. Thordrup

DAILY NEWSPAPERS OF EUROPE—Continued

DENMARK—Continued

City	Name of Paper	ABC-circ.	Pol.	Publisher, Editor, Man. director, Adv.manager.
Nakskov (Continued)	Ny Dag	(e) 9,696	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foreninger Ed: Carl Emil Hansen, Jørgen Røjle Md: Villy Christiansen Am: Casper Eliasen
Nykøbing F.	Lolland-Falsters Folketidende	(e) 9,615	Liberal	Ed: Gunhild Bork Md: Ole Bork
	Lolland-Falsters Venstreblade	(m) 5,373	Radical Liberal	Pb: De lolland-falsterske Venstreblade Ed: N. P. Nielsen Am: E. Kruse
Nykøbing M.	Morsø Folkeblad	(m) 6,883	Liberal	Pb: Morsø Folkeblad, A.m.b.a. Ed: Mads Hansen Md: Poul Madsen
Odense	Fyens Stiftstidende	(e) 27,036 (s) 31,237	Conservative	Pb: Lily Dreyer Ed: Knud Secher, Max Dreyer Md: Erik Andersen Am: B. Ranning, N. Vig-Jensen
	Fyns Social-Demokrat	(e) 14,181 (s) 11,216	Social Democrat	Pb: De som ejere og udgivere af dagbl. Social-Dem. kontraherende foren. Ed: Hans Nielsen Md: Georg Brumvig
	Fyns Tidende	(m) 32,381 (s) 63,021	Liberal	Pb: A/S Fyns Tidende Ed: S. P. Qvist (ansv.), Knud Madsen Md: Alb. Caspersen
Randers	Randers Amtsavis	(e) 15,654	Conservative	Pb: Fa. J. M. Elmenhoff & Søn Ed: P. Elmenhoff Winge (ansv.), Anders L. Thomassen Md: Jens Randrup
	Randers Dagblad	(e) 11,303	Liberal	Ed: Axel Rye Md: Otto Rye
	Social-Demokraten for Randers og Omegn	(e) 6,418	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: Herluf Christiansen Md: Carl Emil Bentsen
Ringkøbing	Ringkøbing Amts Dagblad	(e) 12,231	Liberal	Pb: I/S De Bergske Blade Ed: Vilh. Nielsen
Ronne	Bornholmeren	(e) 5,355	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: H. Larsen-Bjerre Md: E. Fogh
Ronne (Continued)	Bornholms Tidende	(e) 6,643	Liberal	Ed: Holger Stenbaek Md: Vald. Pedersen
Roskilde	Roskilde Tidende	(e) 10,813	Radical Liberal	Pb: A. & J. Odense Ed: Chr. Thomsen Md: A. & J. Odense
Silkeborg	Aften-Posten	(e) 3,975	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: Hans Rishøj Md: J. Chr. Pedersen
	Silkeborg Avis	(e) 13,030	Liberal	Pb: S. & K. Sørensen Ed: Sv. Sørensen Md: Kaj Sørensen Am: K. Korsgaard
Skive	Skive Folkeblad	(e) 10,279	Radical Liberal	Ed: Elin Hansen Md: P. Schou
Slagelse	Sjaellands Posten	(e) 6,531	Social Democrat	Pb: De some ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: J. U. Christiansen Md: E. Brask
	Sorø Amtstidende	(e) 19,705	Liberal	Pb: A/S Sorø Amtstidende Ed: Wald. Petersen Md: E. Elboth Am: E. Preman
Sonderborg	Sonderjyden	(e) 7,296	Social Democrat	Pb: De som ejere og udg. af Social-Demokraten kontraherende foreninger Md: H. Kjelstrup
Svendborg	Svendborg Avis	(m) 11,265	Liberal	Pb: Svendborg Avid A/S Ed: P. C. Jacobsen Md: Jens Madsen Am: Jens Madsen
	Sydfyn	(e) 2,886	Social Democrat	Pb: De som ejere og udg. af dagbl. Social-Demokraten kontraherende foren. Ed: Villy Andersen Md: K. Kristensen
Thisted	Thisted Amts Tidende	(e) 8,908	Liberal	Pb: I/S De Bergske Blade Ed: J. J. Lustrup Md: J. J. Lustrup
Vejle	Vejle Amts Folkeblad	(e) 21,521	Liberal	Pb: Vejle Amts Folkebl. A/S Ed: G. Skytte Nielsen Md: Poul Jensen
Viborg	Viborg Stifts Folkeblad	(e) 11,429	Liberal	Pb: I/S De Bergske Blade Ed: Th. Wellejus Md: H. Sjodt

FINLAND

Place of Publication	Name of Newspaper	Political Affiliation	Editor in Chief
Tampere	Aamulehti	C	V. J. Tuomikoski
Lappeenranta	Etelä-Saimaa	A	Johannes Harjula
Lahti	Etelä-Suomen Sanomat	I	Fr. Keränen
Helsinki	Helsingin Sanomat	IL	Yrjö Niiniluoto
Hämeenlinna	Hämeen Kansa	SD	M. A. Pelkonen
Hämeenlinna	Hämeen Sanomat	I	Leo Haila
Kotka	Eteläi-Suomi	C	Oskari Suomela
Vaasa	Ilkka	A	Artturi Leinonen
Helsinki	Ilta-Sanomat	IL	E. Petäjäniemi
Kajaani	Kainuun Sanomat	A	Jussi Kukkonen
Oulu	Kaleva	I	Valde Näsi
Tampere	Kansan Lehti	SD	Niilo Teerimäki
Oulu	Kansan Tahto	PDL	Niilo Nikkilä
Lappeenranta	Kansan Työ	SD	Reino Kaatonen
Helsinki	Karjala	I	A. A. Lintulahti
Kouvola	Kouvolan Sanomat	I	Irma Seppänen (acting)
Joensuu	Karjalainen	C	Veikko Pekkarinen
Joensuu	Karjalan Maa	A	Onni Mikkonen
Helsinki	Kauppalehti	I	Ale-Einari Riipinen
Kokkola	Keskipohjanmaa	A	J. Ruotsala
Jyväskylä	Keskisuomalainen	A	M. E. Juusela
Kokkola	Kokkola	I	Veikko V. Vennonen
Lahti	Lahti	C	A. V. Mattila
Kokemäki	Lalli	A	Ilvari Kajanto
Rovaniemi	Lapin Kansa	A	Matti Pekkala
Pieksämäki	Laatokka	I	Mikko Tshokkinen
Oulu	Liitto	A	J. Poutanen
Mikkeli	Länsi-Savo	I	A. A. Tienheimo
Rauma	Länsi-Suomi	C	Arvi Tapiola
Helsinki	Maakansa	A	Pentti Sorvali
Helsinki	Maaseudun Tulevaisuus	I	Onni Koskikallio
Mikkeli	Mikkelin Sanomat	C	Arvo Laro
Kemi	Pohjois-Pohja	C	A. Rivinoja
Kemi	Pohjolan Sanomat	A	Veli Siikala
Oulu	Pohjolan Tyo	SD	Taisto Honkanen
Turku	Turun Pivalehti	SD	Rafael Paasio
Rovaniemi	Rovaniemi	C	A. A. Laakso
Pori	Satakunnan Kansa	C	J. V. Ilkka
Kuopio	Savo	C	Pentti Lyytinen
Lappeenranta	Savo-Karjala	C	Lauri Arlo
Kuopolo	Savon Sanomat	A	Eero Lappalanien
Jyväskylä	Jyväskylän Sanomat	C	K. Sorjonen
Helsinki	Suomen Sosialidemokraatti	SD	Atte Pohjanmaa
Turku	Uusi Päivä	PDL	Lauri Orell
Turku	Turun Sanomat	P	Weikko Puro
Helsinki	Työkansan Sanomat	PDL	Mauri Ryömä
Jyvaskyla	Työn Voima	SD	Onni Haini
Pori	Uusi Aika	SD	Vilho Rantanen
Turku	Uusi Aura	C	Akseli Routavaara
Helsinki	Uusi Suomi	C	Lauri Aho
Vaasa	Vaasa	C	Ilmari Laukkonen
Helsinki	Vapaa Sana	PDL	Jarno Pennanen
Mikkeli	Vapaus	SD	E. A. Kantanen (acting)
Swedish language papers:			
Kokkola	Österbottningen	I	Joel Granvik
Helsingfors	Hufvudstadsbladet	Sw	Egidius Ginström
Jakobstad	Jakobstads Tidning	Sw	Julius Eriksson
Helsingfors	Nya Pressen	Sw	Axel Grönvik
Vasa	Vasabladet	Sw	Edvin Sundquist
Ekenäs	Västra Nyland	Sw	Frank Jernström
Abo	Abo Underrättelser	Sw	Sigurd Portin
Helsingfors	Ny Tid	DU	Atos Virtanen
Helsingfors	Svenska Demokraten	SD	Gunnar Henriksson

Parties: P—Progressive Party. I—Independent. PDL—People's Democratic League. A—Agrarian Union Party. Sw—Swedish Party. C—Conservative Party. SD—Social Democrat Party. IL—Independent Liberal

FRANCE

Newspaper	Circulation	Editor	Managing Director
PARIS MORNING PAPERS			
L'Aurore	480,000	A. Gaerin, H. Frossard, and M. Padeau	R. Lazurick
Combat	63,000	J. Fabiani	H. Smadja
Le Figaro	490,000	L. Gabriel-Robinet	P. Brisson
Franc-Tireur	135,000	G. Altman	E. Péju
L'Humanité	170,000	M. Stil	M. Cachin
Libération	130,000	Fourrier and Sauger	D'Astier and Valois
Le Parisien Libéré	680,000	J. Forgue	M. M. Verriere and
Le Populaire	25,000	M. Parpais	M. M. Verdier and Naegelen
Les Echos	42,000	M. Rozner	S. Schreiber
PARIS EVENING PAPERS			
La Croix	150,000	E. Gabel	M. Michelin
France-Soir	1,110,000	C. Comhault	P. Lazareff and
Le Monde	170,000	A. Chenebenoit	H. Beuve-Méry
Paris-Presse l'Intransigeant	160,000	M. Corre	H. Massot
L'Information	40,000	J. Clourzet	R. Bollack
ENGLISH LANGUAGE			
New York Herald Tribune	41,000	E. Hawkins	Sylvan M. Barnet, Jr.
ALLIER (DEPT.)			
MONTLUCON Le Centre Républicain	18,000		R. Ribière

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Weekdays 236,385
Sundays 259,597

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Officially controlled net circulation (November 1954)

58,010

Head offices Ludvigink. 4—8 Helsinki, Finland

DAILY NEWSPAPERS OF EUROPE—Continued

FRANCE—Continued

Newspaper	Circulation	Editor	Managing Director
ALPES-MARITIMES (DEPT.)			
NICE			
L'Espoir de Nice	35,000	C. Bouqueret	M. Bavastro
Nice-Matin	130,000	C. Bouqueret	M. Bavastro
Le Patriote de Nice	29,000	G. Tabaraud	G. Magnaldi
CANNES			
Cannes-Midi	2,000	P. Maestroni	Piazzola
ARDENNES (DEPT.)			
CHARLEVILLE			
L'Ardennais	32,000	F. Vallaud	P. Tainturier
AUBE (DEPT.)			
TROYES			
Est-Eclair	21,000	J. Bruley	J. Bruley
Libération-Champagne	24,000		Y. Lavouer
L'Indépendent	5,000	L. Gerald	A. Valton
AVEYRON (DEPT.)			
RODEZ			
Le Rouergue Républicain	18,000	R. Nadal	G. Rucheton
BOUCHES-DU-RHONE (DEPT.)			
MARSEILLE			
La Marseillaise	102,000	P. Argiolas	M. Guirzard
Le Méridional	103,000	P. M. Train	M. Beguery, A. Robert
Le Provençal	140,000	L. Bancal	H. Manicacci
Le Soir de Marseille	42,000	L. Bancal	L. Bancal
CALVADOS (DEPT.)			
CAEN			
La Liberté de Normandie	8,500	P. Moisy	P. Moisy
CANTAL (DEPT.)			
AURILLAC			
Le Cantal Indépendant	3,500	R. Armand	G. Carzalis
CHARENTE (DEPT.)			
ANGOULEME			
La Charente Libre	29,500	M. Hamart	P. Bodet
CHER (DEPT.)			
BOURGES			
Le Berry Républicain	36,000	M. Caron	M. Caron, G. Morel-
COTE D'OR (DEPT.)			
DIJON			
Le Bien Public	36,000	R. Prêtet	Baron L. Thenard, F. Bacot
La Bourgogne Républicaine	35,000	M. Brantus	M. Bouhey
DORDOGNE (DEPT.)			
PERIGUEUX			
La Dordogne Libre	6,000	J. Babayon	V. Bousquet
DOUBS (DEPT.)			
BESANÇON			
Le Comtois	30,500	M. Roch	A. Houtin
La Republique	36,000	L. Kayser	H. de Moustier
EURE-ET-LOIRE (DEPT.)			
CHARTRES			
L'Echo Républicain	26,000	P. Jrily	P. A. Benoit
FINISTERE (DEPT.)			
MORLAIX			
Le Télégramme de Brest	104,000	G. Collinet	M. Coudurier
GIRONDE (DEPT.)			
BORDEAUX			
Sud-Ouest	270,000	J. Lemoine	J. Lemoine
La Nouvelle République	100,000	Borillard	Binaud
Les Nouvelles de Bordeaux et du Sud-Ouest	32,000		Dupuy
HAUTE GARONNE (DEPT.)			
TOULOUSE			
La Dépêche du Midi	258,000	M. Marc	J. Baylet and L. Caujolle
Le Patriote du Sud-Ouest	50,000		Cerizuela
HAUTE-LOIRE (DEPT.)			
LE PUY			
L'Eveil	5,500	L. Rabaste	A. Alalain
Le Quotidien	2,500	M. Tingaud	L. Sagnol
HERAULT (DEPT.)			
MONTPELLIER			
L'Eclaireur Meridional	12,000	M. Fabreguettes	P. Bonijol
Le Midi Libre	142,000	M. Bujon	J. Bellon
ILLE-ET-VILAINE (DEPT.)			
RENNES			
Ouest-France	475,000	Y. Le. Dantec	P. Hutin-Degrées
Les Nouvelles de Bretagne et du Maine	14,000	F. Jutel	A. Terrière
Ouest Matin	25,000		
INDRE-ET-LOIRE (DEPT.)			
TOURS			
La Nouvelle République du Centre Ouest	220,000	Kistler	P. Archambault
ISERE (DEPT.)			
GRENOBLE			
Les Allobroges	71,000	L. Maisonnat	P. Emmanuelli
Le Dauphiné Libéré	235,000		Richerot
LOIRE (DEPT.)			
ST. ETIENNE			
La Dépêche	58,000		
L'Espoir	47,000	H. Missire	H. Bonche
Le Patriote	46,000	G. Veyssiére	A. Montagne
La Tribune	68,000	M. Soulié	P. Soulié
LOIRE INFÉRIEURE (DEPT.)			
NANTES			
Le Populaire de l'Ouest	26,000	H. Bouyer	A. Morice
La Resistance de l'Ouest	73,000	A. Davaine	P. Noton
LOIRET (DEPT.)			
ORLEANS			
La République du Centre	60,000	R. Secretain	P. Carré
LOT-ET-GARONNE (DEPT.)			
AGEN			
Le Petit Bleu de l'Agenais	2,000	A. Drozin	A. Drozin
MAINE-ET-LOIRE (DEPT.)			
ANGERS			
Le Courrier de l'Ouest	84,000	A. Blanchoin	P. Fleury
MANCHE (DEPT.)			
CHERBOURG			
La Presse de la Manche	23,000	M. J. Giustiniani	M. Giustiniani
MARNE (DEPT.)			
REIMS			
L'Union de Reims	125,000		
CHALONS			
L'Union Républicaine	5,500	G. Titon	A. Barré
HAUTE-MARNE (DEPT.)			
CHAUMONT			
Le Haut-Marnais Républicain	11,000	A. Bugnicourt	R. Dubreuil
La Haute-Marne Libérée	24,000	G. Blettner	G. Blettner
MEURTHE-ET-MOSELLE (DEPT.)			
NANCY			
L'Est Républicain	196,000		L. Chadé
MORBIHAN (DEPT.)			
VANNES			
La Liberté du Morbihan	25,000	P. C. Chenailler	P. C. Chenailler
MOSELLE (DEPT.)			
METZ			
Le Courrier de Metz	21,500	R. Jager	J. Regler and C. Flunkert
Le Républicain Lorrain	141,000	V. Demange	V. Demange
NIEVRE (DEPT.)			
NEVERS			
Le Journal du Centre	43.000	J. Lhospied	J. Lhospied
NORD (DEPT.)			
LILLE			
La Croix du Nord	32,000	R. G. Nobécourt	R. G. Nobécourt
La Liberté	72,000	J. M. Fossier	A. Ramette
Nord-Eclair	72,000	E. Caudron	J. Demey
Nord-Matin	150,000	J. Lechantre	A. Laurent
La Voix du Nord	288,000	R. Décout	R. Vandenbroeck, R. Decock
DUNKERQUE			
Le Nouveau Nord	27,000	L. Burnod	L. Burnod
PAS-DE-CALAIS (DEPT.)			
ARRAS			
Libre Artois	4,500	G. Robert	G. Robert
BOULOGNE-SUR-MER			
Le Journal du Pas-de-Calais	14,000	P. Sauvage	G. de Sars Le Comte
CALAIS			
Nord Littoral	20,000	A. Meney	P. Baratte
PUY-DE-DOME (DEPT.)			
CLERMONT-FERRAND			
La Montagne	104,000	J. A. Pourtier	F. Fabre
La Liberté du Massif Central	66,000	P. Belin	C. Sabot
BASSES-PYRÉNÉES (DEPT.)			
PAU			
Eclair des Pyrénées	21,000	Y. Butel	G. Lanusse-Cazale
La Quatrième République des Pyrénées	20,000	A. Bordelongue	A. Bordelongue
HAUTES-PYRÉNÉES (DEPT.)			
TARBES			
La Nouvelle République	20,000	J. Gaits	J. Gaits
PYRÉNÉES ORIENTALES (DEPT.)			
PERPIGNAN			
Le Journal Indépendant	50,000	L. Clappier	P. Chichet
BAS-RHIN (DEPT.)			
STRASBOURG			
Dernières Nouvelles d'Alsace	129,000	J. Knittel	R. Royer
L'Humanité d'Alsace et de Lorraine	14,000	A. Irjud	Roeslin
Le Nouvel Alsacien	38,000	A. Irjud	E. Zimmerman
La Presse Libre	2,800		Imbs
HAUT-RHIN (DEPT.)			
COLMAR			
Le Nouveau Rhin Français	28,000	M. Jacob	M. Jacob
Dernières Nouvelles du Haut-Rhin	22,000	A. Bernard	M. Felsenstein
MULHOUSE			
L'Alsace	87,000	H. Hausherr	R. Hillmeyer
RHONE (DEPT.)			
LYON			
Echo-Liberté	60,000	Amoretti	Arnaud
Le Progrès de Lyon	324,000	M. G. Rivière	E. Bremond
La République-Le Patriote	30,000	Hugonnier	
Journal du Soir	34,000		
SAONE-ET-LOIRE (DEPT.)			
CHALON-SUR-SAONE			
Le Courrier de Saône-et-Loire	21,000	R. Pretet	R. Lavenir
SARTHE (DEPT.)			
LE MANS			
Le Maine Libre	47,000	J. Chautemps	G. de Véricourt
SEINE-INFERIEURE (DEPT.)			
HAVRE			
Havre Libre	36,000	U. Nicolas	U. Nicolas
Le Havre	18,000	H. Bruhier	F. Tourres and A. Neufinck
ROUEN			
Paris-Normandie	148,000	J. Chopart	P. R. Wolf
Le Progrès de Fécamp	3,000	J. Rolland	J. Rolland
SOMME (DEPT.)			
AMIENS			
Le Courrier Picard	72,000	G. L. Collet	M. Catelas
VAR (DEPT.)			
TOULON			
Le Petit Varois-La Marseillaise	22,000	B. Costa	E. Luciano
La République de Toulon et du Var	19,000	J. Benett	L. Léenhardt
VIENNE (DEPT.)			
POITIERS			
Le Libre Poitou	10,000	H. Viaux	H. Viaux
HAUTE-VIENNE (DEPT.)			
LIMOGES			
Le Courrier-La Liberté	22,000	J. Botrot	J. Botrot
L'Echo du Centre	31,000		Moreau
Le Populaire	48,000	R. Margerit	J. Clavaud
VOSGES (DEPT.)			
EPINAL			
La Liberté de l'Est	36,000		Chatelain
YONNE (DEPT.)			
AUXERRE			
L'Yonne Républicaine	37,000	G. Carré	G. Carré

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DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY

EAST-BERLIN (Soviet Sector)

Name of Paper	Circulation	Days Published	Political Affiliations	Editor or Publisher
Bauernecho	.....	7	Demo. Farmers	Deutscher Bauernverlag
Berliner Zeitung	.....	6	Socialist Unity Party	Berliner Verlag
BZ am Abend	.....	6	Socialist Unity Party	Dr. Georg Honigmann
Der Morgen	70,000	6	Liberal Demo	Wilhelm John
Nacht-Express	.....	6	Socialist Unity Party	Rudolf Kurtz
National-Zeitung	51,000	6	National Demo	Georg Andre
Neue Zeit	.....	6	Christian Demo	Martin Preikschar
Neues Deutschland	.....	7	Socialist Unity	Rudolf Herrnstadt
Taegliche Rundschau	.....	7	Soviet	A. W. Kirsanow
Tribuenze	.....	6	Union	Freie Gewerkschaft

WEST-BERLIN (Western Sectors: U. S., British and French)

Der Abend	99,400	6	Independent	Maximilian Mueller-Jabusch
Der Kurier	42,000	6	Independent	Ernst Lemmer
Morgenpost	190,000	6	Independent	Ullstein Verlag A. G.
Nacht-Depesche	32,000	6	Independent	Arno Scholz
Die Neue Zeitung	50,000	6	Independent	U.S.A. Press Division
Spandauer Volksblatt	25,100	6	Independent	M. Lezinsky
Der Tag	33,000	5	Independent	Wilhelm Gries
Der Tagesspiegel	88,000	6	Independent	Erik Reger
Telegraf	126,000	5	Independent	Arno Scholz
Telegraf Am Sonntag	228,000	1	Independent	.....

BADEN-WURTTEMBERG

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Aalen	Aalener Volkszeitung	14,000	6	Independent	Dr. Joseph Bereth
	Schwaebische Post	12,000	6	Independent	Dr. Johannes Binkowski
Achean	Zeitung	2,000	6	Independent	A. Beiff & Co.
Bad Mergentheim	Tauber-Zeitung	5,600	6	Independent	Hans Loeschel
	Zeitung	1,600	6	Independent	Fraenkische Nachrichten GMBH
Baden-Baden	Badisches Tagblatt	32,000	6	Independent	Rudolf Dietrich
	Zeitung	3,000	6	Independent	Mittelbadischer Zeitung Verlag GMBH
Bensheim	Bergstraesser Anzeigeblatt	5,200	6	Independent	Wilhelm Hess
Besigheim	Neckar U. Enzrote	2,800	6	Independent	Ungeheuer & Ulner
Biberach	Schwaebische Nachrichten	13,000	6	Independent	Schwaebischer Verlag GMBH
Bietigheim	Enz-und Metter-Bote	5,200	6	Independent	August Glaeser
Boeblingen	Boeblinger Bote	7,000	6	Independent	Dr. Ingelfinger
Bretten	Brettener Nachrichten	2,950	6	Independent	Hans Stuewer
Bruchsal	Bruchsaler Rundschau	15,000	6	Independent	Hellmut Reichert
Buchen	Nordbadische Nachrichten	7,700	6	Independent	Rhein-Neckar Zeitung GMBH
	Wallduern Fraenkische Nachrichten	4,300	6	Independent	Der Winbauer
Buehl	Acher U. Buehler Bote	12,000	6	Independent	Mittelbadischer Zeitungsverlag GMBH
Calw	Tagblatt	8,200	6	Independent	Paul Adolff
	Pforzheim Schwarzwaelder Bote	9,300	6	Independent	Dr. H. Riesenberger
Donau-Eschingen	Suedkurier	8,600	6	Independent	John Weill
	Villingen Badische Zeitung	2,700	6	Independent	Dr F. Werner
Eberbach	Stadt Und Landbote	2,700	6	Independent	Wilhelm Kraut
Ehingen	Schwaebische Zeitung	6,900	6	Independent	Johannes Schmidt
Emmendingen-Waldkirch	Badische Zeitung	23,200	6	Independent	Badischer Verlag GMBH
Eppingen	Neue Eppinger Zeitung	2,200	6	Independent	Fritz Luz
Esslingen	Esslinger Allgemeine	10,000	6	.....	Dr. Haufler
	Esslinger Zeitung	23,000	6	Independent	Herman Matthes
Ettlingen	Ettlinger Zeitung	3,000	6	Independent	A. Graf
Fellbach	Fellbacher Zeitung	3,700	6	Independent	Wolfgang Feldhoff
Freudenstadt	Schwarzwaelder Bote	8,700	6	Independent	Dr. H. Biesenberger
	Der Grenzer	4,700	6	Independent	Kurt Kaudert
Friedrichshafen	Schwaebische Zeitung	7,700	6	Independent	Johannes Schmidt
Gaildorf	Der Kocherbote	3,200	6	Independent	Hans Kupezyk
Geislingen	Geislinger Fuenftaelerbote	6,200	6	Independent	Zeitungs Verlag Druckhaus GMBH
	Geislinger Zeitung	6,300	6	Independent	G. A. Kellner
Gerabronn	Hohenloher Tagblatt	5,200	6	Independent	Badisches Tagblatt GMBH
Gernsbach-Gaggenau	Badisches Tagblatt	5,200	6	Independent	Badisches Tagblatt GMBH
Goeppingen	NWZ, Neue Wuerttembergische Zeitung	45,000	6	Independent	Dr. Fritz Harzendorf
Graben	Badische Hardt	2,400	6	Independent	J. Notheis
Hechingen	Hohenzollersche Zeitung	6,000	6	Independent	August Bretzel
Heidelberg	Nachrichter	42,300	6	Independent	Rhein-Neckar Zeitung GMBH
	Rhein-Neckar-Zeitung	64,000	6	Independent	Dr. Herman Knorr
	Tagblatt	35,000	6	Independent	Wilhelm Reichenbach
Heidenheim	Heidenheimer Zeitung	15,000	6	Independent	Prof. Dr. Werner Kliefoth
	Neueste Nachrichten	5,000	6	Independent	Helmut Braun
	Volksblatt	5,500	6	Independent	Schwaebische Donauzeitung
Heilbronn	Heilbronner Stimme	40,000	6	Independent	Herm. Schwerdtfeger
	Neckar-Echo	5,400	6	Socialist	Jakob Lenz
Herrenberg	Gaeubote	4,100	6	Independent	Karl Merz
Karlsruhe	Ash	36,300	6	Independent	.....
	A. Z. Badische Allgemeine Zeitung	9,100	6	Social	Druckerei Verlags GMBH
	Badische Neueste Nachrichten	93,400	6	.....	Wilhelm Baur
	Badische Volkszeitung	28,000	6	Independent	Dr. Heinrich Battenfeld
	Der Block	118,600	6	Independent	.....
Karlsruhe-Durlach	Durlacher Tageblatt	2,200	6	Independent	L. Dups
Kirchheim	Teck-Rundschau	9,500	6	Independent	Bruno Nies
Konstanz	Suedkurier	83,000	5	Independent	Joseph Felder
Kornwestheim	Kornwestheimer Zeitung	3,000	6	Independent	Alfred Reichert
Kuenzelsau	Kocher U. Jagstbote	.....	6	Independent	E. Schwend GMBH
	Oehringen Hohenloher Zeitung	10,600	6	Independent	Heilbronner Stimme GMBH
Lahr	Anzeiger	5,100	6	Independent	Wilhelm Beck
	Zeitung	9,700	6	Independent	Moritz Schauenburg
Lahr-Kehl	Badisches Tagblatt	2,600	6	Independent	Rudolf Dietrich
Lauphelm	Schwaebische Zeitung	4,300	6	Independent	John Schmidt
Leonberg	Leonberger Kreiszeitung	9,100	6	Independent	.....
Leutkirch	Schwaebische Zeitung	11,500	6	Independent	Otto Duerr
Lindau	Schwaebische Zeitung	6,400	6	Independent	John Schmidt
Loerrach	Badische Zeitung	13,000	6	Independent	Badischen Verlag GMBH
Loerrach	Oberrhein Anzeiger	19,500	6	Official	K. F. Vogel
Ludwigsburg	Ludwigsburger Kreis-Zeitung	20,000	6	Independent	Assy Huegenell
Mannheim	AZ Allgemeine Zeitung Fuer Nordbaden	35,300	6	Socialist	Theo. Jost
	Badisches Volksecho	.....	6	Communist	Willy Grimm
	Mannheimer Morgen	113,000	6	Independent	E. Fr. v. Schilling
Marbach	Marbacher Zeitung	3,200	6	Independent	Dr. Herm. Remppis
Mosbach	Nachrichten	6,400	6	Independent	Rhein-Neckar Zeitung GMBH
	Neue Mosbacher Zeitung	4,200	6	Independent	Dr. Karl Silex
Muehlacker	Muehlacker Tagblatt	3,350	6	Independent	Stieglitz Verlag
Neckarsulm	Unterlaender Volkszeitung	3,200	6	Independent	Fr. Schlang
Nuertingen	Kreilnachrichten	1,600	6	Independent	Zeitungsverlag Druckhaus GMBH
Nuertingen	Nuertinger Zeitung	9,000	6	Independent	Bruno Nies
Oberkirch	Renchtal Z itung	4,400	6	Independent	Hermann Hauser
Oberndorf	Schwarzw zlder Bote	76,000	6	Independent	Schwarzwaelder Bote K. G.
Offenburg	Tageblatt	30,000	6	Independent	A. Reiff & Co.
	Wolfach Badisches Tageblatt	3,400	6	Independent	Rudolf Dietrich
Pforzheim	Kurier	13,900	6	Independent	Badendruck GMBH
	Pforzheimer Zeitung	25,200	6	Independent	Jakob Esslinger
Rastatt	Badisches Tagblatt	7,700	6	Independent	Rudolf Dietrich
Rastatt/Baden-Baden	Badische Neueste Nachrichten	11,500	6	Independent	Wilhelm Bauer
Reutlingen	Nachrichten	11,800	6	Independent	Fritz Arel
Rheinfelden	Oberrheinische Zeitung	5,600	6	Independent	Peter Krauseneck
Riedlingen	Schwaebische Zeitung	5,500	6	Independent	John Schmidt
Rottweil	Schwarzwaelder Bote	15,000	6	Independent	Schwarzwaelder Bote K.G.
	Schwaebische Zeitung	5,100	6	Independent	John Schmidt
Schramberg	Schwaebische Zeitung	2,400	6	Independent	John Schmidt
Schwaebisch-Gmuend	Rems Zeitung	15,500	6	Independent	Haertel & Co.
Schwaebisch Hall	Haller Tagblatt	11,410	6	Independent	Dr. Weidner
Schwenningen/Killingen	Die Neckarquelle	8,400	6	Independent	Hermann Kuhn K.Z.
Schwetzingen	Schwetzinger Zeitung	10,000	6	Independent	Guido Moch
Sindelfinger	Sindelfinger Zeitung	3,300	6	Independent	Adolf Rhoem
Singen	Schwarzwaldbote	5,300	6	Independent	Schwarzwalder Bote K.G.
	Suedkurier	13,000	6	Independent	Johann Weill
Sinsheim	Sinsheimer Nachrichten	7,700	6	Independent	Rhein-Neckar Zeitung GMBH
Spaichingen	Schwaebische Zeitung	2,600	6	Independent	John Schmidt
Stockach	Suedkurier	7,400	6	Independent	John Weill
Stuttgart	AZ Allgemeine Zeitung Fuer Wuertemberg	7,800	6	Socialist	Theo. Jost
Stuttgart	Deutsches Volksblatt	17,000	6	Independent	Dr. Hermann Port
	Ring Wuertembergischer Heimatzeitungen	50,400	3-6	.....	.....
	Stuttgarter Nachrichten	85,000	6	Independent	Henry Bernhard
	Stuttgarter Zeitung	120,000	6	Independent	Dr. A. Horlacher
	Volksstimme	22,000	6	Communist	Willy Bohn
Stuttgart-Cannstadtt	Cannstatter Zeitung	7,500	6	Independent	Rothenberg Verlag
Stuttgart-Feuerbach	Feuerbacher Zeitung	.....	6	.....	Eugen Heinz
Stuttgart-Untertuerkheim	Neue Untertuerkheimer	2,500	6	.....	Kurt Schiller
	Untertuerkheimer Zeitung	2,500	6	Independent	Olaf Saile
Stuttgart-Zuffenhausen	Heimat-Rundschau	5,300	6	Independent	Eugen Heinz
Tauberbischofsheim	Frankische Nachrichten	19,000	6	Independent	Fritz Dietz
Tetnang	Schwaebische Zeitung	4,300	6	Independent	John Schmidt
Tuebingen	Suedwest Presse	101,000	4	Independent	Suedwestdeutscher Zeitungs Verlag
Tuttlingen	Schwarzwaldbote	5,000	6	Independent	SC
Ueberlingen	Schwaebische Zeitung	4,100	6	Independent	John Schmidt
Ulm	Ulmer Nachrichten	6,000	6	Independent	Dr. W. Mueller-Schoell
Vaihingen-Enz	Der Enz-Bote	2,400	6	Independent	Dr. W. Wimmershof
	Wuerttembergisches Abendblatt	4,800	6	.....	Werner Jaenicke
	Filder-Zeitung	8,200	6	Independent	Klaus Dieterle
Villingen	Suedkurier	10,000	6	Independent	John Weill
Waiblingen	Neue Waiblinger Kreiszeitung	8,580	6	.....	Dr. Bernhard Haussermann
Waldsee	.....	4,000	6	Independent	John Schmidt
Waldshut	Alb Bote	7,200	5	Independent	H. Zimmermann-Petri
	Suedkurier	5,700	6	Independent	John Weill
Wangen	Schwaebische Zeitung	6,100	6	Independent	John Schmidt
Weinheim	Weinheimer Nachrichten	11,300	6	Independent	Otto Stegner
Winnenden	Volks-und Anzeigenblatt	2,600	6	.....	Helmut Seiler

BAVARIA (BAYERN)

Aibling Bad	Mangfall Bote	7,700	6	Independent	Hellmut Gastel
Augsburg	Schwaebische Landeszeitung	160,000	6	Independent	Curt Frenzel
Ansbach	Fraenkische Landeszeitung	55,000	6	Independent	Willi Mehl
Aschaffenburg	Main Echo	72,100	6	Independent	D. W. Engelhard
	Volksblatt	8,700	6	Catholic	Bruno Rottenbach
Bayreuth	Tagblatt	11,100	6	Catholic	Felix Rufenach
	Fraenkische Presse	61,000	6	Independent	Walter Fischer
Buchloe	Zeitung	2,900	6	Independent	Press Druckverlags GMBH
Coburg	Tagblatt	32,200	6	Independent	Dr. Hanns Thormann
Dachau	Nachrichten	5,500	6	Independent	Muenchner Zeitungs Verlag
Dillingen	Donau Zeitung	9,100	6	Independent	Presse Druckv. Verlags GMBH
Donauwoerth	Donauwoerther Zeitung	8,838	6	Independent	Richard Hauber
Ebersberg	Zeitung	5,600	6	Independent	Hans Sponholz
Erding	Anzeiger	6,300	6	Independent	Muenchner Zeitungs Verlag
Erlangen	Tagblatt	8,400	6	Independent	Carl Junge
	Volksblatt	5,600	6	Socialist	W. Riedekohl
	Nachrichten	10,000	6	Independent	Nuernberger Presse GMBH
Eschenbach	Tagblatt	3,400	6	Independent	Julius Steger
Feuchtwangen	Fraenkische Landeszeitung	3,800	6	Independent	Willi Mehl
Freising	Zeitung	3,700	6	Independent	Muenchner Zeitungs Verlag
Fuerstenfeldbruck	Brucker Nachrichten	5,700	6	Independent	Muenchner Zeitungs Verlag
Fuessen-Pfronten	Der Allgauer	4,800	6	Independent	Dr. Casper Ratgeb
Fuessen	Fuessener Blatt	3,000	6	Independent	Dr. H. G. Schlicker
Fuerth	Nachrichten	23,000	6	Independent	Nuernberg-Press GMBH
Garmisch-Partenkirchen	Tagblatt	9,400	6	Independent	Muenchner Zeitungs Verlag

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Guenzburg	Zeitung	9,800	6	Independent	Presse Druckerei Verglagsges GMBH
Holzkirgen	Merkur	3,400	6	Independent	Muenchner Zeitungs Verlag
Illertissen	Zeitung	6,600	6	Independent	Heimatspresse Verlags GMBH
Immenstadt	Allgauer Anzeigeblatt	12,200	6	Christian	J. Eberl
Kaufbeuren	Der Allgauer	7,300	6	Independent	Dr. Hans Falk
Kehl	Zeitung	6,700	6	Independent	Adolf Kimmig
Kelheim	Altmuehlbote	3,200	6	Independent	Friedrich Kolb
Kempten	Der Allgaeuer	83,000	5	Independent	Dr. Hans Falk
Koetzting	Umschau	2,200	6	Independent	Mittelbayerische Druckerei GMBH
Krumbach	Mittelschwaebische Nachrichten	4,800	6	Independent	Heimatpresse Verlages GMBH
Kulmbach	Fraenkische Presse	6,400	6	Independent	Julius Steeger
Laichingen	Schwaebische Zeitung	1,400	6	Independent	Schwaebische Verlag
Landsberg	Nachrichten	5,600	6	Independent	Presse Druckerei Verlags
	Zeitung	3,300	6	Christian	Else Neumeyer
Laupheim	Schwaebische Zeitung	4,300	6	Independent	Schwaebische Verlag
Lohr	Echo	3,900	6	Independent	Kirsch & Co. GMBH
	Zeitung	2,100	6	Independent	Friedl Keller
Markt Oberdorf	Der Allgauer	5,500	6	Independent	Dr. Casper Ratgeb
Memmingen	Anzeiger	1,500	6	Christ. Dem.	Jos. Feiner & Co.
	Zeitung	12,400	6	Independent	Dr. M. Dietrich
Miesbach	Merkur	5,900	6	Independent	Wilhelm Friedrich Mayr
Mindelheim	Zeitung	9,600	6	Independent	Presse Druckerei Verlages GMBH
Muehldorf	Nachrichten	4,700	6	Independent	Oberbayrisches Volksblatt GMBH
Muenchen	Die Abendzeitung	84,000	6	Independent	Rudolf Heizler
	Bayrisches Volksecho	50,000	6	Communist	Bayrisches Volksecho Verlag GMBH
	Muenchner Merkur	156,623	6	Independent	Dr. F. Buttersack
	Sueddeutsche Zeitung	202,000	6	Independent	Werner Friedmann
Neuburg	Rundschau	8,100	6	Independent	Presse Druckerei Verlags GMBH
Neumarkt	Tagblatt	9,700	6	Independent	Neumarkter Druckerei Verlags GMBH
Neustadt Near Coburg	Tageblatt	2,100	6	Independent	Gemeinschafts Verlags GMBH
Neu-Ulm	Zeitung	8,100	6	Independent	Neu Ulmer Verlags GMBH
Nuernberg	Acht-Uhr-Blatt	101,700	6	Independent	Dr. A. C. Wilsmann
	Bayrische Heimatszeitung	50,000	6	Independent	
	Fraenkische Tagespost	25,000	6	Social	Fraenkische Verlags Anstalt
	Nuernberger Nachrichten	151,415	6	Independent	Roland Buschmann
	Zeitung	4,600	6	Cousern	Heinrich Wolf
Regensburg	Mittelbayrische Zeitung	94,000	6	Independent	Karl Esser
	Tagesanzeiger	.....	6	Independent	Dr. Josef Held
Rothenburg	Fraenkischer Anzeiger	4,700	6	Independent	Gebr Schneider
	Fraenkische Landeszeitung	2,400	6	Independent	Willi Mehl
Schweinfurt	Tagblatt	18,440	6	Independent	Meissner & Co.
	Der Volkswille	18,440	6	Independent	Dr. Karl Herz
	Volksblatt	8,500	6	Catholic	Echter Verlag GMBH
Starnberg	Muenchner Merkur	7,000	6	Independent	D. F. Buttersack
Tegernsee	Zeitung	4,300	6	Independent	Adalbert Huemmel
Toelz Bad	Kurier	5,800	6	Independent	Rosa Gaub
Wasserburg	Zeitung	8,500	6	Independent	Oberbayerische Volksblatt GMBH
Weiler	Der Westallgaeuer	6,400	6	Independent	Dr. W. Holzer
Weilheim	Tagsblatt	10,600	6	Independent	Muenchner Zeitungsverlag
	Nachrichten	11,600	6	Independent	Gebrueder Diesbach
Wertheim	Zeitung	2,500	6	Independent	Kirsch & Co. GMBH
Wertingen	Zeitung	4,900	6	Independent	Schwaebische Landeszeitung GMBH
Wolfratshausen	Isar-Loisach Bote	7,000	6	Independent	G. G. Schwankel
Wuerzburg	Fraenkisches Volksblatt	15,400	6	Catholic	Leo Meister
	Mainpost	68,400	6	Independent	Mich. Meissner

BREMEN

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Bremen	Bremer Nachrichten	128,000	6	Independent	Walter Schunemann
	Tribuene der Demokratie	5,000	6	Communist	Hamburger Volkszeitung GMBH
	Weser-Kurier	85,000	6	Independent	Hans Hackmack
Bremen-Vegesach	Zeitungsring um Bremen	35,900	6	Independent	
Bremen-Blumental	Norddeutsche Volkszeitung	12,000	6	Independent	Richard Esswein
Bremerhaven	Nordsee Zeitung	40,000	6	Independent	Bruno Stovesand
Bremervoerde	Nordsee Zeitung	5,100	6	Independent	B. Burgardt

HAMBURG

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Hamburg	Hamburger Abendblatt	317,000	5	Independent	Otto Siemer
	Anzeiger	71,000	6	Independent	Hans Kruemmer
Hamburg-Harburg	Harburger Anzeigen Und Nachrichten	17,000	6	Independent	Dr. Hans Moeller
Hamburg	Bildzeitung	1,077,000	6	Independent	Dr. Hans Funk
	Hamburger Echo	73,000	6	Socialist	Johannes Richter
	Hamburger Morgenpost	198,000	6	Independent	Heinrich Braune
	Hamburger Volkszeitung	25,000	6	Communist	Heinz Priess
	Die Welt	209,000	6	Independent	Albert Komma
Hamburg-Bergedorf	Bergedofer Zeitung	10,100	6	Independent	Hermann Krueger
Hamburg-Blankensee	Hamburger Lokal Anzeiger	15,600	6	Independent	Kruegers Buchdruckerei

HESSE (HESSEN)

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Alsfeld	Oberhessische Zeitung	5,850	6	Independent	Erich Welkow
Bad Orb	Bad Orber Anzeiger	1,000	6	Independent	Hermann Kresse
Bensheim	Bergstraesser Anzeigeblatt	5,100	6	Independent	Wilhelm Hess
Buedingen	Kreisblatt Fuer Buedingen	4,400	6	Independent	Hellersche Druckerei
Butzbach	Butzbacher Zeitung	4,250	6	Independent	W. Gratzfeld
Buerstadt	Buerstaedter Zeitung	2,000	6	Independent	Franz Traeger
Darmstadt	Darmstaedter Echo	50,900	6	Independent	H. J. Reinowski
	Socialistische Volkszeitung	.....	6	Communist	Verlagsgesellschaft Hessen-Frankfurt MBH
	Darmstaedter Tagblatt	20,000	6	Independent	Hugo V. Seib
Dillenburg	Dill-Zeitung	11,000	6	Independent	Dr. Walter Lich
	Nassauische Neue Zeitung	9,100	6	Independent	Wetzlarer Verlagsdruckerei GMBH
Eschwege	Mitteldeutsche Heimatzeitungen	22,300	6	Independent	Karl-Heinz Norweg
	Werra Rundschau	8,800	6	Independent	H. A. Kluthe
Eschwege-Witzenhausen	Werra Post	3,600	6	Democratic	Schneider & Weber
Frankenberg	Frankenberger Zeitung	3,000	6	Independent	Franz Kahm
Frankenberg-Arolsen	Kasseler Zeitung	1,800	6	Independent	Edward Doetsch
Frankenberg-Korbach	Eder Post	3,200	6	National Demo	Schneider & Weber
Frankfurt/M	Abendpost	180,000	6	Independent	Emil Frotscher
	Frankfurter Allgemeine	105,000	6	Independent	Dr. H. Baumgarten
	Frankfurter Nachtausgabe	111,000	7	Independent	Arnold Thelen
Frankfurt/Main	Frankfurter Rundschau	123,000	6	Independent	Arno Rudert
Frankfurt/M	Die Neue Presse	120,000	6	Independent	Dr. Hugo Stengel
Frankfurt/Main	Sozialistische Volkszeitung	22,400	6	Communist	Verlags-Ges, Hessen-Frankfurt GMBH
Frankfurt/M-Hoechst	Hoechster Kreisblatt	10,000	6	Independent	F. O. Ulm
Friedberg	Wetterauer Zeitung	9,000	6	Independent	Dr. Hans Rempel
Fritzlar	Hessischen Nachrichten	8,200	6	Independent	Wolfgang Bartels
	Hessiche Post	4,900	6	Nat. Dem.	Schneider & Weber
	Kasseler Zeitung	4,400	6	Independent	A. M. Diehl
Fulda	Fuldaer Volkszeitung	24,460	6	Independent	Heinrich Klerzek
Fulda	Fuldaer Zeitung	21,700	6	Independent	Dr. Joseph Hans Sauer
Gelnhausen	Gelnhaeuser Tageblatt	7,500	6	Independent	F. W. Kalbfleisch
Giessen	Giessener Anzeiger	21,200	6	Independent	Dr. Fr. W. Lange
	Giessener Freie Presse	19,608	6	Independent	Dr. Hans Rempel
	Sozialistische Volkszeitung	.....	6	Communist	Verlagsges. Hessen-Frankfurt
Gross-Gerau	Heimat Zeitung	5,300	6	Independent	H. Robert
Gruenstadt	Nachrichten	5,100	6	Independent	Rheinpfalz Verlag GMBH
Hanau	Hanauer Anzeiger	12,000	6	Independent	Wilh. Kindermann
Heppenheim	Suedhessische Post	8,500	6	Independent	Walter Buege
Hersfeld	Fulda Post	4,700	6	Nat. Dem.	Schneider & Weber K. Z.
	Nachrichten	3,500	6	Independent	Hessische Verlags-
	Volkszeitung	2,100	6	Independent	Fuldaer Verlags G. MBH
Hersfeld Bad	Hersfelder Zeitung	9,500	6	Independent	Bernhard Rauche
Hofgeismar-Karlshafen	Zeitung	4,500	6	Independent	A. M. Diel
	Heimatpost	3,800	6	Nat. Dem.	Schneider & Weber
	Hessische Nachrichten	6,100	6	Independent	Wolfgang Bartels
Bad Homburg	Der Taunusbote	3,900	6	Independent	Dr. Alexander Krebs
Homberg	Kreisblatt	3,200	6	Independent	W. Wiegand
Huenfeld	Fuldaer Zeitung	3,000	6	Independent	Polykarp Parceller
Idstein	Idsteiner Zeitung	3,600	6	Independent	Werner E. Hecht
Kassel	Hessische Nachrichten	70,000	6	Independent	Wolfgang Bartels
	Kasseler Post	37,000	6	National	Herbert Schildener
	Kasseler Zeitung	45,000	6	Independent	Adolf W. Diehl
	Sozialistische Volkszeitung	.....	6	Communist	Verlagsges. Hessen-Frankfurt MBH
Korbach	Waldeckische Landeszeitung	13,000	6	Independent	Ludwig Bing
Lampertsheim	Lampertsheimer Zeitung	3,200	6	Independent	Karl Moeck
Lauterbach	Lauterbacher Anzeiger	3,500	6	Independent	Ferdinand Ehrenklau
Limburg	Nassauer Bote	10,000	6	Nat. Dem.	Dr. Eberhard Bitzer
	Neue Presse	6,600	6	Independent	
Marburg	Oberhessische Presse	23,000	6	Independent	
	Sozialistische Volkszeitung	.....	6	Communist	
Melsungen	Melsunger Tageblatt	2,180	6	Independent	Konrad Bernecker
Melsungen-Rotenburg	Kasseler Zeitung	3,100	6	Independent	A. M. Diehl
Offenbach	Offenbach-Post	37,000	6	Independent	Udo Bintz
	Frankfurter Neue Presse	.....	6	Independent	Dr. Hugo Stenzel
	Rundschau	7,500	6	Independent	
	Sozialistische Volkszeitung	.....	6	Communist	Verlagsges. Hessen-Frankfurt GMBH
Oppenheim	Rheinhessische Landeszeitung	6,500	6	Independent	Wilhelm Traumueller
Schluechtern-Kinzigtal	Nachrichten	3,600	6	Independent	Fuldaer Verlagsanstalt GMBH
Schluechtern	Kinzig Zeitung	1,500	6	Christ. Dem.	Parzeller & Co.
Schwalbach-Bad	Aar Bote	3,400	6	Independent	Wiesbadener Zeitungs Verlag GMBH
	Aar Kurier	3,000	6	Independent	Wiesbadener Verlag GMBH
Treysa	Schwalm-Bote	3,300	6	Independent	K.-H. Norwege
Viernheim	Viernheimer Neue Volkszeitung	2,000	6	Independent	Friedr. Martin
	Viernheimer Tageblatt	3,000	6	Independent	Hans Martin
Waldeck	Hessischen Nachrichten	6,600	6	Independent	Wolfgang Bartels
Wetzlar	Neue Zeitung	35,023	6	Independent	Bernhard Steinert
Wetzlar	Sozialistische Volkszeitung	.....	6	Communist	
Wiesbaden	Wiesbadener Kurier	60,000	6	Independent	Dr. Hans Rempel
	Wiesbadener Tagblatt	28,600	6	Independent	Dr. Gustav Schellenberg
	Sozialistische Volkszeitung	.....	6	Communist	
Witzenhausen-Eschwege	Hessische Nachrichten	7,500	6	Independent	Wolfgang Bartels
	Kasseler Zeitung	2,500	6	Independent	A. M. Diehl
Witzenhausen	Niederhessische Zeitung	1,300	6	Independent	K.-H. Norwege
Wolfhagen	Wolfhager Kreisblatt	8,000	6	Independent	K.-H. Norwege
Ziegenhain	Hessische Nachrichten	3,600	6	Independent	Wolfgang Bartels

LOWER SAXONY (Niedersachsen)

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Achim	Achimer Kreisblatt	4,500	6	Independent	Joh. Oltmann
Alfeld	Hannoversche Presse	3,500	6	Independent	Gustav Schmidt-Kuester
	Alfelder Zeitung	6,000	6	Independent	P. Dobler
Aurich	Ostfriesische Nachrichten	6,400	6	Independent	A. H. F. Dunkmann
Bad Harzburg	Harzburger Zeitung	4,000	6	Independent	Dr. Runge
Bad Essen	Wittlager Kreisblatt	2,400	6	Independent	Dr. Schlueter
Bad Lauterberg	Bad Lauterberger Tageblatt	2,000	6	Independent	C. Kohlmann
Braunlage	Harzer Tageblatt	1,000	6	Independent	Dr. H. Bonewitz
Bassum	Bassumer Anzeiger	1,500	6	Independent	Hermann Gallmeyer

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Braunschweig	Anzeigenring Niedersachsen	62,400	6	Independent	Heinz Fischer
	Braunschweiger Zeitung	116,000	6	Independent	Hans Eckensberger
	Nachrichten	17,100	6	Independent	Otto Bortfeldt
Bremervoerde	Bremervoerder Zeitung	5,500	6	Independent	Bernhard Borgarth
Brinkum	Allgemeiner Anzeiger	3,500	6	Independent	W. Krieghoff
Bueckeburg-Stadthagen	Hannoversche Presse	7,500	6	Independent	
Bueckeburg	Schaumburg-Lippische Landes-Zeitung	3,100	6	Independent	Heinz Diestelmann
Burgdorf	Burgdorfer Kreisblatt	8,000	6	Independent	Heinz Herrmann
Buchholz	Bote	8,600	6	Independent	Friedrich Schroeder
Buxtehude	Tagblatt	3,500	6	Independent	Karl Krause
Celle	Cellesche Zeitung	17,000	6	Independent	Ernst Pfingsten
	Hannoversche Presse	4,400	6	Independent	Gustav Schmidt-Kuester
Clausthal Zellerfeld	Oeffentliche Anzeigenfuerden Harz	3,300	6	Independent	Dr. Ernst Runge
Cuxhaven	Cuxhavener Zeitung	5,500	6	Independent	Georg Oellerich
	Presse	4,100	6	Independent	Hannoversche Verlags GMBH
Delmenhorst	Delmenhorster Kreisblatt	11,300	6	Independent	Richard Esswein
Diepholz	Diepholzer Kreisblatt	12,200	6	Independent	Dr. Ernst Schroeder
Dissen	Osnabruecker Kreisblatt	2,400	6	Independent	Erich Beucke
Dorum	Wesermuender Rundschau	1,850	6	Independent	J. & R. Hottendorf & Co.
Duderstadt	Suedhannoversche Volkszeitung	3,200	6	Independent	Georg Hoevener
	Tagblatt	2,400	6	Independent	Gebr. Worm
Einbeck	Einbecker Morgenpost	4,000	6	Independent	Heinrich Ruettgerod
	Hannoversche Presse	3,000	6	Independent	Gustav Schmidt-Kuester
Emden	Rhein-Ems-Zeitung	5,350	6	Independent	Richard Esswein
Gandersheim	Braunschweiger Zeitung	3,000	6	Independent	Hans Eckensberger
	Gandersheimer Kreisblatt	2,900	6	Independent	Dr. Ernst Runge
Gifhorn	Aller-Zeitung	14,000	6	Independent	Hugo Enke
	Rundschau	.....	6	Independent	Eckensberger & Co.
Goettingen	Duderstadtpresse	4,800	6	Independent	Hannoversche Verlags GMBH
	Goettinger Tageblatt	32,000,	6	Independent	Dr. Viktor Wurm
Goslar	Braunschweigische Zeitung	3,600	6	Independent	Hans Eckensberger
	Goslarsche Zeitung	14,800	6	Independent	Karl Krause
Hameln	Dewezet Zeitung	44,800	6	Independent	Dewezet
	Deister-und-Weser-Zeitung	18,700	6	Independent	Guenther Niemeyer
	Pyrmont Hannoversche Presse	6,200	6	Independent	Gustav Schmidt-Kuester
Hannover	Der Blitz	100,000	6	Independent	Hannoversche Verlags GMBH
	Deutsche Stimmen	36,800	.....	Deutsche Partei	Deutsche Partei
	Hannoversche Allgemeine Zeitung	105,200	6	Independent	Dr. Adolf Halfeld
	Hannoversche Presse	162,000	6	Independent	Wilhelm Korspeter
	Kurier	1,600	6	Independent	Kassler Verlagshaus GMBH
	Muenden Goettinger Presse	.....	6	Independent	Hannoversche Verlags GMBH
	Norddeutsche Zeitung	44,000	6	Independent	Conradjoachim Schaub
Hannover-Muenden	Muendensche Nachrichten	2,700	6	Independent	Dr. Heinz Strack
Helmstedt	Braunschweiger Presse	.....	6	Independent	Hannoversche Verlags GMBH
	Braunschweiger Zeitung	14,500	6	Independent	Hans Eckenberger
	Helmstedter Allgemeine Zeitung	3,100	6	Independent	J. C. Schmidt
Herzberg	Kreiszeitung	1,500	6	Independent	Erwin Jungfer
Hildesheim	Die Presse	8,600	6	Independent	Hannoversche Verlag
	Hildesheimer Allegemeine Zeitung	24,400	6	Independent	Dr. Adolf Halfeld
	Norddeutsche Zeitung	7,000	6	Independent	Hannoversche Verlags GMBH
Holzminden	Hannoversche Presse	4,100	6	Independent	Gustav Schmidt-Kuester
	Taeglicher Anzeiger	8,200	6	Independent	Friedrich Decher
Jever	Jeversches Wochenblatt	5,600	6	Independent	Dr. Fritz Blume
Jork	Altlaender Zeitung	1,600	6	Independent	H. Fitschen
Korrach	Waldeckesche Landeszeitung	1,600	6	Independent	L Bing
Kreiensen	Zeitungsring Sueweha	24,000	6	Independent	Robert Trost
Lauenburg	Landeszeitung	3,100	6	Independent	
Leer	Ostfriesen-Zeitung	23,000	6	Independent	A. Frerichs
Lilienthal	Wuemme-Zeitung	3,200	6	Independent	Richard Esswein
Lingen	Lingener Volksbote	3,100	6	Independent	R. van Acken
	Tagespost	6,300	6	Independent	
Luechow Dannenberg	Elre-Jeetzel Zeitung	11,3000	6	Independent	Ernst Koering
Lueneburg	Niedersaechischer Zeitungs Verlag	99,000	6	Independent	
	Landeszeitung F. D. Lueneburgerheide	19,200	6	Independent	Hermann Ina
Melle	Meller Kreisblatt	3,800	6	Independent	Alfred Streubel
Melle Wittlage	Neue Tagespost	3,200	6	Independent	
Nienburg	Die Harke	11,500	6	Independent	Erich Pruessner
	Hannoversche Presse	3,100	6	Independent	Gustav Schmidt-Kuester
Norden	Ostfriesischer Kurier	8,600	6	Independent	Heinrich Soltau
Nordeney	Nordeneyer Badezeitung	2,000	6	Independent	Paul Loitz
Nordenham	Kreiszeitung Wesermarsch	6,600	6	Independent	Wilhelm Boening
Nordhorn	Grafschafter Nachrichten	8,600	6	Independent	Georg Kip
	Grafschafter Tagespost	51,000	6	Independent	Neue Tagespost GMBH
Northeim	Goettinger Presse	.....	6	Independent	Hannoversche Verlag GMBH
	Goettinger Tagblatt	3,100	6	Independent	Gebr. Wurm
	Northeimer Neueste Nachrichten	5,300	6	Independent	Paul Hahnwald
Oldenburg	Nachrichten	12,000	6	Lib. Nat.	Dr. Alfred Scharf
	Nordwest-Zeitung	56,600	6	Independent	Fritz Bock
Oldesloe Bad	Stormarner Tagblatt	5,000	6	Independent	Dr. Georg Huber
Osnabrueck	Neue Freie Presse	6,700	6	Socialist	Phoenix GMBH
	Neue Tagespost	66,300	6	Independent	Dr. H. Toetter
	Osnabruecker Tageblatt	31,200	6	Independent	Alfred Streubel
Osterholz	Kreisblatt	4,100	6	Independent	
Osterode	Goettinger Tagblatt	2,900	6	Independent	Gebr. Wurm
	Osteroder Kreis-Anzeiger	4,000	6	Independent	Dr. Ernst Runge
	Hannoversche Presse	5,200	6	Independent	Gustav Schmidt-Kuester
	Harz-Weser Zeitungsring	23,600	6	Independent	Johan Hottendorf
Otterndorf	Der Niederdeutsche	8,300	6	Independent	Theo. Oppermann
Peine	Hannoversche Presse	3,700	6	Independent	Gustav Schmidt-Kuester
	Allgemeine Zeitung	11,000	6	Independent	Madsack & Co.
	Nachrichten	2,900	6	Independent	Eckersberger & Co.
Quackenbruck	Ankum-Bersenbruecker Kreisblatt	12,200	6	Independent	Neue Tagespost GMBH
	Bersenbruecker Tageszeitung	.....	6	Independent	C. Trute
Delmenhorst	Zeitung	1,200	6	Independent	Nordwest Zeitung GMBH
Rinteln	Schaumburger Zeitung	7,100	6	Independent	Franz Brock
Rotenburg	Rotenburger Kreiszeitung	7,700	6	Independent	H. Ina
Salzgitter	Zeitung	10,100	6	Independent	Eckensberger & Co
	Salzgitter Kurier	3,800	6	Independent	Karl Krause
Schoetmar	Lippische Neueste Nachrichten	10,100	1	Independent	Eldro-Verlags GMBH
Seesen	Seesener Tageszeitung	3,300	6	Independent	H. Fraas
Stade	Niederelbering	.....	6	Independent	
	Stader Tageblatt	12,800	6	Independent	Karl Krause
Stadthagen	Zeitung	6,000	6	Independent	Boesenthal GMBH
Uelzen	Allgemeine Zeitung Der Lueneburgerheide	18,400	6	Independent	Joachim Becker
Uslar	Sollinger Nachrichten	1,800	6	Independent	J. Schaefer
Varel	Jever Nordwestzeitung	7,800	6	Independent	Fritz H. Buck
Vechta	Oldenburgische Volkszeitung	11,000	6	Independent	Hermann Thole
Verden	Verdener Aller-Zeitung	8,500	6	Independent	Dr. K. Ottensmeyer
Walsrode	Hannoversche Presse	1,700	6		Gustav Schmidt-Kuester
	Walsroder Zeitung	7,100	6	Independent	J. Gronemans
Weener	Rheiderland	3,700	6		Dr. A. Risius
Westerstede	Der Ammerlaender	4,500	5		Dr. Herm. Ries
Westrhauderfehn	General Anzeiger	4,600	6	Independent	S. Ostendrop
Wilhelmshaven	Nordwestdeutsche Rundschau	13,400	6		Oskar Huenlich
	Wilhelmshavener Zeitung	12,700	6	Independent	Werner Brune
Winsen	Winsener Anzeiger	6,900	6	Independent	Ravens & Maack
Wittingen	Isenhagener Kreisblatt	5,300	6	Independent	Karl Neef
Wittmund	Anzeiger fuer Harlingerland	7,600	6	Independent	Dr. Fritz Blume
Wolfenbuettel-Salzgitter	Braunschweiger Presse	.....	6	Independent	Hannoversche Verlags GMBH
Wolfenbuettel-Harzburg	Braunschweiger Zeitung	10,200	6	Independent	Hans Eckensberger
Wolfenbuettel	Wolfenbuetteler Zeitung	6,200	6	Independent	Dr. Ernst Runge

NORTH RHINE-WESTPHALIA (Nordrhein-Westfalen)

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Aachen	Aachener Nachrichten	37,700	6	Independent	Hermann Schaefer
	Aachener Volkszeitung	73,800	6	Christ. Dem.	Dr. Jos. Hofman
	Zeitung	9,000	6	Independent	Rhein-Westphaelische
Ahaus	Kreis Zeitung	10,200	6	Christ. Dem.	Ruhr Nachrichten GMBH
	Borken-Muensterlaendische Zeitung	3,600	6	Independent	Fahle Ohz
	Westphaelische Nachrichten	5,200	6	Christ. Dem.	Dr. Hasen Kamp
Ahlen	Volkszeitung	4,500	6	Christ. Dem.	E. Sommer
	Beckum Die Glocke	14,200	6	Christ. Dem.	E. Holterdorf
Altena	Altenaer Kreisblatt	3,600	6	Independent	Dr. Lindemann
Arnsberg/Neheim	Ruhr-Moene Zeitung	2,600	6	Independent	Westphaelischer Heimat Verlag GMBH
Arnsberg	Westphaelische Rundschau	6,600	6	Independent	Fritz Hensler
Bergisch Gladbach	Bergische Landeszeitung	12,500	6	Christ. Dem.	Wilh. Cuerten
	Koelner Stadtanzeiger	10,300	6	Independent	M. Dumont Schauberg
Berleburg	Westphalenpost	4,600	6	Christ. Dem.	Westphalenpost GMBH
Biedendorf	Hinterlaender Anzeiger	4,700	6	Independent	Wetzlaer Verlagsdruckerei GMBH
Bielefeld	Freie Presse	97,000	6	Social. Dem.	Georg Strutz
	Westfaelische Zeitung	36,200	6	Independent	Dr. Erwin Waesche
	Westfalen-Zeitung	77,800	6	Christ. Dem.	Friedr. Blume
Soltau	Boehme-Zeitung	8,100	6	Independent	Martin Mundschenk
Bielefeld	Volks-Echo	41,000	6	Communist	Ernst Nagel
Bonn	General-Anzeiger	34,900	6	Independent	Edmund Els
	Rundschau	32,700	6	Independent	Deutsche Glocke GMBH
	Neue Presse	4,500	6	Independent	Rhein-Westphaelische Verlags GMBH
Borghorst	Westph. Nachrichten	3,600	6	Christ. Dem.	Dr. Hasen Kamd
Bottrop	Morgenpost	12,500	7	Independent	W. Girardet
Bottrop/Gladbeck	Neue Volkszeitung	.....	6	Communist	Westdeutscher Volksverlag GMBH
Bottrop	Ruhr Nachrichten	10,900	6	Christ. Dem.	Lambert Lensing
	Westdeutsche Allgemeine	10,600	6	Independent	Zeitungsverlag Ruhrgebiet GMBH
Bochold	Borkner Volksblatt	9,300	6	Communist	A. Temming
Bochum	Morgenpost	9,000	7	Independent	W. Girardet
	Neue Volkszeitung	.....	6	Communist	Westdeutscher Volksverlag GMBH
	Ruhr-Nachrichten	16,600	6	Christ. Dem.	Lambert Lensing
	Westdeutsche Allgemeine	43,400	6	Independent	W. Girardet
Borken	Zeitung	5,400	6	Communist	Fritz Mergelsberg
Brilon/Meschede	Westphalenpost	15,000	6	Christ. Dem.	Westphalenpost GMBH
Buende	Buender Tageblatt	2,800	6	Independent	J. D. Kuester
	Freie Presse	5,900	6	Socialist	Phoenix GMBH
	Zeitung	3,000	6	Independent	Busse & Co.
Burgsteinfurt	Muenstersche Zeitung	3,800	6	Independent	Fahle & H. G.
Burscheid	Bergischer Volksbote	2,400	6	Independent	Wilhelm Curten
Coesfeld	Allgemeine Zeitung	5,000	6	Socialist	Erich Dombrowski
Detmold	Freie Presse	11,800	6	Socialist	Phoenix GMBH
	Lippische Landes-Zeitung	22,600	6	Independent	Herbert Kruffmann
Detmold/Lemgo	Neue Lippische Rundschau	22,000	6	Independent	
Dinslaken	Rheinische Post	9,600	6	Christ. Dem.	Fritz Nohr & Soehne K. G.
Dissen	Osnabruecker Kreisblatt	2,400	6	Independent	Hermann Elstermann
Dorsten	Volkszeitung	9,700	6	Christ. Dem.	Ruhr Nachrichten GMBH
Dortmund	Neue Volkszeitung		6	Communist	Westdeutscher Volksverlags GMBH
	Ruhr-Nachrichten	141,700	6	Christ. Dem.	Dr. A. Nobel
	Suedwestdeutsche Heimatzeitung	76,000	6	Independent	Suedwest Presse GMBH
	Westdeutsches Tageblatt	24,000	6	Liberal	Herbert Kauffmann
	Westdeutsche Allgemeine	30,800	6	Independent	Zeitungsverlag Ruhrgebiet GMBH
	Westfaelische Rundschau	255,400	6	Independent	Walter Poller
Dortmund-Hoerde	Hoerder Volksblatt	4,500	6	Independent	Dr. Gerhard May
Dueben	Nachrichten	4,800	6	Independent	Aachener Nachrichten
	Zeitung	10,900	6	Communist	Aachener Volkszeitung GMBH
Dueren	Duerener Lokal-Anzeiger	5,200	6	Independent	Jakob Schiffer
Duerkheim-Bad	Zeitung	6,300	6	Independent	Rheinpfalz Verlags GMBH
Duesseldorf	Duesseldorfer Nachrichten	42,000	6	Independent	Heinr. Hermes
	Freies Volk	48,000	6	Communist	Freier Verlag
	Der Mittag	55,000	6	Independent	Dr. Chr. Gehring
	Rheinische Post	230,000	6	Christ. Dem.	Dr. Franz Vogl
Duesseldorf-Benrath	Benrather Tageblatt	5,000	6	Refugee Party	Tischler & Schaeffer
Duesseldorf	Neue Ruhrzeitung	216,800	6	Independent	Otto Bartels
	Rhein-Wupper-Ruhr Anzeigenring	247,500	6	Independent	

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Duesseldorf	Rhine Gazette	10,000	1	Independent	Nolde Green
	Die 6 Von Rhein U. Ruhr	51,800	6	Independent	
	Der Mittag	45,000	7	Independent	Heinrich Droste
Duisburg	Duisburger General-Anzeiger	32,400	6	Independent	Fritz Meyer-Opderdecke
	Neue Volkszeitung		6	Communist	Westdeutscher Volksverlag GMBH
	Neue Ruhrzeitung	18,200	6	Independent	Dietrich Oppenberg
	Rheinische Post	12,500	6	Christ. Dem.	
	Westdeutsche Allgemeine	39,400	6	Independent	Zeitungsverlag Volksverlag GMBH
Essen	Essener Allgemeine Zeitung	51,800	7	Independent	W. Girhrdet
	Essener Tageblatt	24,700	7	Christ. Dem.	Dr. A. Nobel
	Neue Ruhr-Zeitung	216,000	7	Independent	Hugo Simecek
	Neue Volkszeitung	42,000	6	Communist	Westdeutscher Volksverlag GMBH
	Die Welt	96,900	6	Independent	Dr. Heinrich Schulte
Essen-Bochum	Westdeutsche Allgemeine	293,400	6	Independent	Erich Brost
Euskirchen	Koelner Stadtanzeiger	6,800	6	Independent	M. Dumont Schauberg
	Koelnische Rundschau	10,500	6	Christ. Dem.	Deutsche Glocke GMBH
	Volksblatt Euskirchen	2,500	6	Christ. Dem.	Wilhelm Cuerten
Gelsenkirchen-Buer	Buersche Zeitung	7,150	6	Independent	Paul Klose
	Westdeutsche Nachrichten		6	Center	Josef Greiser
Gelsenkirchen/Ger.	Morgenpost	8,700	7	Independent	W. Girardet
Gelsenkirchen	Ruhr Nachrichten	10,400	6	Christ. Dem.	Lambert Lensing
	Westphaelische Rundschau	9,400	6	Christ. Dem.	Fritz Hensler
	Buersche Volkszeitung		6	Christ. Dem.	Felix Post GMBH
Gevelsberg	Gevelsberger Zeitung	6,600	6	Independent	Guenter Gedat
Gummersbach	Koelner Stadt-anzeiger	4,800	6	Independent	M. Dumont Schauberg
	Oberbergische Volks-Zeitung	14,000	6	Independent	Hans Reiferscheid
	Ober-Bergische Rundschau	7,000	6	Christ. Dem.	Deutsche Glocke GMBH
	Rheinisch-Westphaelische Rundschau.	9,200	6	Independent	Westphaelische Verlages GMBH
Hagen	Neues Tagesblatt	7.800	6	Independent	Guenther Tiebes
	Westd. Tagesblatt	6,900	6	Independent	Herbert Kauffmann
	Westd. Rundschau	19,300	6	Independent	Dr. W. Rheinhard
	Westphalenpost	114,500	6	Christ. Dem.	Dr. A. Straeter
Hagen-Haspe	Hasper Zeitung	5,100	6	Independent	Paul Kannegiesser
Halle	Freie Presse	2,900	6	Socialist	Phoenix GMBH
	Haller Kreisblatt	6,225	6	Independent	Willi Franke
	Westphaelische Zeitung	1,600	6	Independent	H. R. Kaeller
Halver	Allgemeiner Anzeiger	2,250	6		Dr. A. Duesenberg
Hamm	Westfaelischer Anzeiger	26,000	6	Independent	Hermann Diebold
Hamm-Beckrum	Westphaelische Rundschau	9,600	6	Independent	Fritz Hensler
Hattingen	Die Heimat am Mittag	15,000	6	Independent	Carl-Ludw. Diekamp
Hattingen-Gevelsberg	Westphaelische Rundschau	12,900	6	Independent	Fritz Hensler
Herford	Anzeiger	7,400	6	Independent	Kuester Nachf.
	Freie Presse	10,000	6	Socialist	Phoenix GMBH
	Herforder Kreisblatt	9,800	6	Independent	Dr. Kurt E. Bade
Herne	Herner Zeitung	6,500	6	Independent	Willi Franke
	Neue Volkszeitung		6	Communist	Hamm
	West Deutsche Allgemeine	7,900	6	Independent	Zeitungsverlag Ruhrgebiet GMBH
	Westphaelische Rundschau	5,100	6	Independent	Fritz Hensler
Hilden	Hildener Zeitung		6		Rudolf Funk
Hoexter	Westphalen Zeitung	8,300	6	Independent	Westphalen Zeitung GMBH
Hohenlimburg	Neue Hohenlimburger Zeitung	1,600	6	Independent	Wilhelm Schulte
Honnef	Honnefer Volkszeitung		6		Fritz Werber
Ibbenbueren	Ibbenbuerener Volkszeitung	6,300	6	Christ. Dem.	Vereins Druckerei
	Tecklenburger Kreisblatt	3,547	6	Independent	Bernhard Scholten
	Westphaelische Nachrichten	3,200	6	Christ. Dem.	Zeno Zeitungsverlag GMBH
Iserlohn	Iserhlohner Kreisanzeiger	10,800	6	Independent	Dr. P. Wolfframm
	Westphalen Post	11,400	6	Christ. Dem.	Westphalenpost GMBH
Iserlohn-Schwerte	Westphaelische Rundschau	12,300	6	Independent	Fritz Hensler
Kettwig	Kettwiger Zeitung	2,000	7	Independent	Erich Bockemuehl
Kleve	Rheinische Post	12,100	6	Christ. Dem.	Rheinische Post GMBH
Kleve-Geldern	Niederrheswische Zeitung	5,600	6	Independent	Rheinisch-Westphaelische Verlags GMBH
Koeln	Koelner Stadt-Anzeiger.	135,000	6	Independent	Dr. Heinz Pettenberg
	Koelnische Rundschau	157,000	6	Christ. Dem.	Dr. Reinhold Heinen
	Neue Presse	216,800	6	Independent	Rheinisch Westphaelische Verlags GMBH
Krefeld	Freies Volk		6	Communist	Freier Verlag GMBH
	Neue Presse	8,100	6	Independent	Rheinisch Westph. Verlages GMBH
Krefeld-Kempen	Rheinische Post	187,700	6	Christ. Dem.	
Krefeld	Westdeutsche Zeitung	26,500	6	Independent	Heinrich Hermes
Lengerich	Anzeigenblatt	10,300	1		F. Klinker
	Neue Tagespost	4,800	6	Independent	Neue Tagespost GMBH
Leverkusen	Koelner Stadt-anzeiger	9,000	6	Independent	M. Dumont Schauberg
Lenen	Zeitung	5,000	6	Independent	
Lippstadt-Bueren	Westphalenpost	12,400	6	Christ. Dem.	H. Rademann
Loehne	Nachrichten	1,100	6	Independent	J. D. Kuester Nachf.
Luebeck	Kreiszeitung	6,300	6	Independent	Konrad Ulmer
	Freie Presse	4,700	6	Socialist	Phoenix GMBH
	Tagblatt	1,800	6	Independent	J. K. Kuester Nachf.
Luedenscheid	Luedenscheider Nachrichten	10,500	6	Independent	Karl Guenther
Luedinghausen	Zeitung	6,300	6	Christ. Dem.	H. Rademann
Meinerzhagen	Meinerzhagener Zeitung	2,400	6	Independent	K. F. A. Guenther
Menden	Mendener Zeitung	1,800	6	Independent	Dr. Schroeder
Meppen	Tagespost	15,800	6	Independent	Neue Tagespost GMBH
Meschede	Westphaelische Rundschau	7,700	6	Independent	Fritz Henslet
Meschede/Gladbach	Rheinische Post	32,800	6	Christ. Dem.	Rheinische Post GMBH
	Westdeutsche Zeitung	16,700	6	Independent	Westdeutscher Zeitungs Verlag GMBH
Mettmann	Die Niederbergische Mettmanner Zeitung	2,900	6	Independent	K. L. Diekamp
Minden	Mindener Tageblatt	12,200	6	Independent	Hansheinr. Thomas
Moers	Neue Ruhr Zeitung	20,300	6	Independent	Dietrich Oppenberg
	Rheinische Post	11,900	6	Christ. Dem.	Rheinische Post GMBH
Moers	Westdeutsche Allgemeine	13,200	6	Independent	Zeitung Verlag Ruhrgebiet GMBH
Muehlheim	Tagblatt	4,600	6	Christ. Dem.	
	Neue Ruhrzeitung	8,500	6	Independent	Dietrich Oppenberg
	Westdeutsche Allgemeine	19,300	6	Independent	Zeitungverlag Ruhrgebiet GMBH
Muenster	Gemeinschafts-wervung	199,700	6	Independent	
	Muensterche Zeitung	30,000	6	Independent	Dr. Wegemann
	Tageblatt	2,800	6	Independent	Westdeutscher verlag GMBH
	Westfaelische Nachrichten	81,200	6	Christ. Dem.	Dr. A. Eickhoff
Neuss-Grevenbroich	Zeitung	22,500	6	Christ. Dem.	Alfons Fringes
Oberhausen	General-Anzeiger	7,900	6	Independent	Dr. Heinz Walbrueck
	Ruhrwacht	15,000	6	Christ. Dem.	Bernhard Kemper
	Neue Ruhrzeitung	12,300	6	Independent	Dietrich Oppenberg
	General Anzeiger	12,300	6	Independent	Dietrich Oppenberg
	Westdeutsche Allgemeine	13,200	6	Independent	Zeitungsverlag Ruhrgebiet GMBH
Oelde	Die Glocke	32,331	6	Christ. Dem.	Jos. Holterdorf
Olpe	Sauerlaendisches Volksblatt	4,500	6	Independent	Paul Rob. Roeder
Paderborn	Westfaelisches Volksblatt	14,800	6	Independent	Hans-E. Koertgen
Paderborn-Bueren	Westphalen Zeitung	8,500	6	Independent	Westphalen Zeitung GMBH
Plettenberg	Suederlaender Tageblatt	4,100	6	Independent	Dr. Herb. Hundt
Recklinghausen	Recklinghaeuser Zeitung	27,600	6	Independent	Erwin Kirchhof
	Westf. Allgemeine	9,700	6	Independent	Fritz Hensler
	Westf. Rundschau	9,700	6	Independent	Fritz Hensler
Remscheid	Bergische Morgenpost	13,200	6	Christ. Dem.	
	Remscheider General-Anzeiger	18,100	6	Independent	Gerhard Farwick
Schwelm	Schwelmer Zeitung	3,900	6		Fritz Ruessel
Siegburg	Koelner Stadt-anzeiger	12,000	6	Independent	M. Dumont Schauberg
	Siegburger Rundschau	8,300	6	Christ. Dem.	F. W. Nohr
Siegen-Rerleburg	Westf. Rundschau	9,600	.....		Fritz Hensler
Siegen	Siegener Zeitung	26,500	6	Independent	Walter Weilshaeuser
Siegen-Altenkirchen	Westfalenpost	8,700	6	Christ. Dem.	Westfalen Post GMBH
Soest	Soester Anzeiger	7,100	6	Independent	Wilhelm Paelmer
Solingen	Solinger Tageblatt	15,500	6	Independent	C. Mueller-Sohler
Stolberg	Volkszeitung	12,800	6	Communist	Aachener Volks Zeitung GMBH
Svke	Kreiszeitung	14,000	6	Independent	Franz Grams
Tecklenburg	Neue Tagespost	4,800	6	Independent	Franz Grams
Unna	Hellweger Anzeiger	10,200	6	Independent	Dr. Friedh. Kaiser
Unna/Hamm	Westphalen Post	11,700	6	Christ. Dem.	Westphalen Post GMBH
Unna/Kamen	Westf. Rundschau	11,700	6	Independent	Fritz Hensler
Velbert	Velberter Zeitung	11,000	6	Independent	Rolf Flothmann
Wanne-Eickel	Neue Volkszeitung		6	Communist	Westdeutscher Volks Verlag GMBH
	Wanne-Eickeler Zeitung	5,700	6	Independent	Hans Hornberg
	Ruhr Nachrichten	8,100	6	Christ. Dem.	Lambert Lensing
	Westdeutsche Allgemeine	8,000	6	Independent	Zeitungsverlag Ruhrgebiet GMBH
	Westphaelischer Rundschau	3,600	6	Independent	Fritz Hensler
Warburg	Westphalen Zeitung	4,000	6	Independent	Fritz Hensler
Werdohl	Suederlaernder Volksfreund	2,300	6		Rudolf Flug
Werne	Nachrichten	1,000	6	Christ. Dem.	H. Rademann
Wesel	General Anzeiger	4,000	6	Independent	H. Peitsch
	Neue Ruhrzeitung	9,200	6	Independent	Dietrich Oppenberg
Witten	Annener Zeitung	2,600	4	Independent	Fritz Kuching
	Westph. Rundschau	6,500	6	Independent	Fritz Hensler
Wuppertal	Bergische Tages-zeitung		6	Christ. Dem.	Felix Post GMBH
	General-Anzeiger	67,600	6	Independent	Gerhard Farwick
	Neue Presse	7,400	6	Independent	Rhein-Westph. Verlags GMBH
	Westdeutsche Rundschau	24,000	6	Liberal	Richard Balken
RHINELAND-PALATINATE (RHEINLAND-PFALZ)					
Alzey	Anzeiger	10,000	6	Independent	Mainzer Zeitungs Verlag
	Beobachter	1,900	6	Independent	Ferdinand Harrach
Bad Bramstedt	Bramstedter Nachrichten		6	Independent	Kuno Paustian
Bad Kreuznach	Heimatpresse	40,400	6	Independent	K. F. Harrach
	Kreuznacher Anzeiger	12,400	6	Independent	Mainzer Zeitungs-verlag GMBH
	Oeffentlicher Anzeiger	25,000	6	Independent	Hermann Kresse
	Rhein-Zeitung	3,600	6	Independent	Walter Twer
Bad Oldesloe	Stormarner Tageblatt	5,000	6	Independent	Otto Schluthe
Bad Segeberg	Segeberger Zeitung	8,800	6	Independent	Rudolph Jacoby
Bendorf	Bendorfer Zeitung	2,000	6	Independent	A. Schwenkmetzger
Bernkastel	Zeitung	1,500	6	Independent	Ferd. Harrach
	Rhein Zeitung	10,700	6	Independent	Walter Twer
Birkenfeld	Zeitung	1,700	6	Independent	Ferd. Harrach
	Rhein-Zeitung	5,600	6	Independent	Walter Twer
Burg/Fermarn	Fermarnsches Tageblatt	3,000	6	Independent	Friedrich Gain
Daun	Eifel Zeitung	4,300	6	Independent	Mittelrhein Verlag GMBH
Eutin	Eutiner Kreis-Anzeiger	4,000	6	Independent	Georg Struve
Flensburg	Flensburger Tageblatt	49,000	6	Independent	Th. Andresen
	Flensborg Avis	12,000	6		L. P. Christensen
	Suedschleswigsche Heimatzeitungs	10,400	6	Independent	Peter Jaus
Frankenthal	Frankenthaler Zeitung	1,500	6	Independent	Fritz Perron
	Nachrichten	9,800	6	Independent	Friedrich Albeck
Glueckstadt	Glueckstaedter Fortuna		6	Independent	Augustin Verlag
St. Goar	Rheinzeitung	9,600	6	Independent	Walter Twer
Goarshausen	Rheinzeitung Lahnzeitung	14,600	6	Independent	Mittelrhein Verlag GMBH
Hachenburg	Westerwaelder Zeitung	16,200	6	Independent	Mittelrhein Verlag GMBH
Heide	Dithmarscher Landes-zeitung	15,600	6	Independent	Herm. Grothey
Husum	Nordfriesische Nachrichten	15,000	6	Independent	A. W. Halfeld
Idar	Orerstein	5,500	6	Independent	Ferd. Harrach
Ingelheim	Ingelheimer Zeitung	4,300	6	Independent	Waldemar-Tiebel
	Neuer Anzeiger	12,200	6	Independent	Mainzer Zeitungs-verlag GMBH
Itzehoe	Norddeutsche Rundschau	19,900	6	Independent	Bruno Meyer
Kaiserslautern	Pfaelzische Volks-zeitung	10,800	6	Independent	Robert Best
	Tagblatt	24,800	6	Independent	Rheinfalz Verlag GMBH
Kiel	Kieler Nachrichten	100,000	6	Independent	

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Kiel	Norddeutsches Echo	8,000	6	Communist	Willy Hartmann
	Schleswig-Holsteinisches Volks-Zeitung	47,000	6	Social Dem.	
Kircheimvolanden	Nord Pfaelzer	6,000	6	Independent	Rheinfalz Verlag GMBH
Kirn	Kirner Zeitung	1,750	6	Independent	Hermann Kresse
Koblenz	Rhein-Zeitung	146,000	6	Independent	Michael Weber
Kusel	Die Rheinpfalz	15,500	6	Independent	Jos. Schaub
	Westricher Heimat-zeitung	10,000	6	Independent	Rheinpfalz Verlag GMBH
	Tagblatt	1,500	6	Independent	J. Kleinschmidt
Lambrecht	Talpost	1,200	6		Anna Edel
Landau-Speyer	Die Rheinpfalz	31,300	6	Independent	Josef Schaub
Landau	Suedpfaelzische Rundschau	22,200	6	Independent	Rheinpfalz Verlag GMBH
	Vorderpfaelzer Tageblatt	15,400	6	Independent	C. H. Vogt
Landstuhl	Landstuhler Zeitung	1,000	6	Independent	Walter Beau
Lauenburg	Lauenburgische Landes-zeitung	2,950	6	Independent	Lotte Fritsch
Ludwigshafen	Die Rheinpfalz	162,000	6	Independent	Josef Schaub
	Kreiszeitung	20,900	6	Independent	Rheinpfalz Verlag GMBH
	General Anzeiger	27,000	6	Independent	Rheinpfalz Verlag GMBH
	Tageblatt	30,500	6	Independent	Rheinpfalz Verlag GMBH
	Oppau Enigheimer Lokalanzeiger	1,100	6	Independent	Walter Eitz
Luebeck	Luebecker Freie Presse	13,000	6	Social-Demo	Paul Bromme
	Luebecker Nachrichten	83,000	6	Independent	Hans Schrem
Mainz	Allgemeine Zeitung	97,100	6	Independent	Erich Dombrowski
Marne	Marner Zeitung	2,600	6	Independent	Julius Probst
Meisenheim	Allgemeiner Anzeiger	3,100	6		Hans Walter
Neumuenster	Holsteinischer Courier	12,600	6	Independent	Dr. Heinrich Sahlender
Neustadt	Die Rheinpfalz	22,000	6	Independent	Kunz von Kauffungen
Oberlahnstein	Rhein-Post	15,000	6	Independent	Dr. Fritz Nohr
Pirmasens	Nachrichten	8,400	6	Independent	Rheinpfalz Verlag GMBH
Ploen	Ost-Holsteinisches Tageblatt	2,500	6	Independent	Hermann Hormann
Pirmasens	Pirmansenser Zeitung	13,400	6	Independent	Fr. H. Huber
Preetz	Preetzer Zeitung	1,400	6	Independent	Heinr. Jargstorf
Ratzeburg	Lauenburgische Zeitung	1,400	6	Independent	Gain
Rendsburg	Schleswig-Holsteinische Tagesport	21,800	6	Independent	Ferdinand Moeller
Rockenhausen	Nordpfaelzer Rundschau	6,100	6	Independent	Rheinpfalz Verlag GMBH
Ruesselheim	Main Spitze	6,100	3	Independent	Jacob Pfeifer
Schifferstadt	Schifferstadter Tagblatt	2,400	6		Eck. Wilh. Wilbertz
Simmern	Hunsruecker Zeitung	6,300	6	Independent	F. Boehmer
Sobernheim	Sobernheimer Anzeiger	1,100	6	Independent	Adolf Hoehnen
Speyer	Neueste Nachrichten	9,100	6	Independent	Rheinpfalz Verlag GMBH
	Tagespost	5,300	6	Independent	Fritz Faber
Trier	Trierische Landes-zeitung	23,100	6	Catholic	Dr. Alois Funk
	Trierischer Volksfreund	58,600	6	Independent	Wilh. Pesch
Velbert	Zeitung	11,500	6	Independent	Karl Flotheim
Viersen	Dreistaedte Zeitung	10,100	6	Independent	Gesellschaft Fuer Druckerei GMBH
Westerland	Syltter Rundschau	2,500	6	Independent	August Halfeld
Wilster	Wilstersche Zeitung	2,425	6	Independent	Peter Schwarck
Worms	Wormser Anzeiger	20,400	6	Independent	Mainzer Zeitungs-verlags GMBH
Wyk auf Foehr	Der Inselbote	1,100	6	Independent	Prof. Dr. Beyer
Zweibruecken	Neueste Nachrichten	7,200	6	Independent	Rheinpfalz Verlag GMBH
	Pfaelzischer Merkur	9,500	6	Independent	

SCHLESWIG-ROLSTEIN

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Neustadt	Tagesblatt	1,500	6	Independent	H. Ehlers
Oldenburg	Ostholsteinische Kreis Rundschau	3,200	6	Independent	Bernhard Schroeter
Pinneberg	Holsteiner Nachrichten	16,000	6	Independent	Andreas Beig
	Tagblatt	6,100	6	Independent	A. Beig
	Ring Schl.-Holsteiner Heimatzeitungen	13,000	6	Independent	

"GERMAN DEMOCRATIC REPUBLIC"
(Soviet Occupied Zone of Germany)

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Bautzen	Lausitzer Rundschau		6	Socialist Unity Party	Socialist Unity Party
Burg	Volksstimme		6	Socialist Unity Party	Mitteldeutsche Druckerei
Chemnitz	Volksstimme		6	Socialist Unity Party	Sachsen Verlag
Erfurt	Das Volk		6	Socialist Unity Party	Kurt Lemmer
Dresden	Saechsische Zeitung		6	Socialist Unity Party	Sachsen Verlag
Halle	Derneve Weg		6	Socialist Unity Party	Kreutz Verlag
Leipzig	Leipziger Volkszeitung		6	Socialist Unity Party	Socialist Unity Party
Magdeburg	Volksstimme		6	Socialist Unity Party	Socialist Unity Party
Potsdam	Maerkische Volks-stimme		6	Socialist Unity Party	Arno Mielatz
Quedlingburg	Volksstimme		6	Socialist Unity Party	Socialist Unity Party
Schwerin	Der Demokrat		6	Christ. Demo.	Dr. Hugo Reinhart
Stendal	Volksstimme		6		
Zwickau	Freie Presse		6	Socialist Unity Party	Sachsen Verlag

SAARLAND

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Homburg (Saar)	Saarlaendische Volks-zeitung	5,000	6	Christ. Dem.	Saarlaendische Volks-zeitung GMBH
	Saarlaendische Volkszeitung	67,000	6	Christ. Dem.	J. Fries
	Saar Volksstimme	32,000	5	Soc.	Joh. Pitz
Saarlouis	Saarbruecker Zeitung	150,000	6	Independent	Peter Lamar

EAST GERMANY

City	Name of Paper	Circulation	Days Published	Political Affiliation	Editor or Publisher
Annaberg	Volks Stimme		6	Soc. Unit. P.	Mitteldeutsche Druckerei GMBH
Bautzen	Saechsisches Tagblatt		6		Lib. Dem. Partie
Chemnitz	Volksstimme		6	Soc. Unit. P.	SED
	Die Union		5	Christ.Dem.	Union Verlags GMBH
Cottbus	Lausitzer Rundschau		6	Christian Dem.	SED Landes Zeitung
Dresden	Sachsische Neueste Nachrichten	13,000	6		
	Sachsen Zeitung		6	SED	Sachsen Verlag GMBH
	Die Union	35,000	5	Christ. Dem.	Union Verlag GMBH
Eisenach	Thueringische Landes Zeitung		5	Lib. Dem.	Lib. Dem. Party
Erfurt	Thueringische Landes Zeitung		5	Lib. Dem.	Lib. Dem. Party
Frankfurt	Oder Maerkische Union		6	C.D.U.	Maerkische Union GMBH
	Der Morgen		6	Lib. Dem.	Morgen Druckerei GMBH
	Neuer Tag		6	Neuer Tag Verlag & Druckerei	
Genthin	Volksstimme		6	SED	Mitteldeutsche Druckerei GMBH
Gera	Thueringisches Tagblatt		6		Christ. Dem. Union GMBH
	Thueringisches Landes Zeitung		5	Lib. Dem.	P. E. Plank
	Volkswacht		6	Organ der Bezirksleitung Gera der SED	
Guben	Brandenburgische Neueste Nachrichten		6	Nat. Dem.	Eugen Premm
Halberstadt	Volksstimme		6	Soc. Unit. P.	Mitteldeutsche Druckerei GMBH
Halle/Saale	Lib. Dem. Zeitung	50,000	4-6	Lib. Dem.	Elbe-Saale Druckerei GMBH
	Mitteldeutsche Neueste Nachrichten	18,000	4-6	Verlag der Nation	
	Mitteldeutsche Tageszeitung-Freiheit		6	Mitteldeutsche Druckerei & Verlags GMBH	
	Der Neue Weg	35,000	6	Christ. Dem.	Kreuz Verlag GMBH
Leipzig	Volkszeitung		6	Soc. Unit. P.	Sachsen Verlag GMBH
	Die Union		5	Christ. Dem.	Union Verlag GMBH
Magdeburg	Volksstimme		6	Soc. Unit. P.	Volkstimme Druckerei & Verlag
Marienberg	Volksstimme		6	Soc. Unit. P.	Mitteldeutsche Druckerei GMBH
Meissen	Saechsische Zeitung		6		Saechsische Verlag GMBH
Oschatz	Leipziger Volks-zeitung		6		Saschsen Verlag GMBH
Potsdam	Brandenburgische Neueste Nachrichten	30,000	6	Nat. Dem.	Eugen Prehm
	Maerksiche Union	16,000	6	Christ. Union	Verlags GMBH
	Maerksiche Volks-stimme	240,000	6	Soc. Unit. P.	Maerkische Ver-lags GMBH
Rochlitz	Volksstimme		6	Soc. Unit. P.	Mitteldeutsche Druckerei GMBH
Rostock	Norddeutsche Neueste Nachrichten		6		Verlag Der Nation GMBH
	Ostsee Zeitung		6	Ostsee Zeitung Verlag & Druckerei	
Salzwedel	Volksstimme		6	Soc. Unit. P.	Mitteldeutsche Druckerei GMBH
Schwerin	Der Demokrat	20,000	6	Christ. Dem.	
	Norddeutsche Neueste Nachrichter		6		Verlag Der Nation GMBH
	Schweriner Volks-zeitung	220,000	6	Verlag Volkszeitung	
Stendal	Volksstimme		6	Soc. Unit. P.	
Stralsund	Ostee Zeitung		6	Ostee Zeitung, Verlag & Druckerei	
Strausberg	Neuer Tag		6	Neuer Tag Verlag & Druckerei	
Suhl	Das Freie Wort		6	Das freie Wort, Verlag & Druckerei	
Weimar	Thueringer Neueste Nachrichten	12,000	6	Nat. Dem.	Verlag der Nation
	Thueringer Landeszeitung	25,000	6	Lib. Dem.	P. E. Blank
	Thueringer Tagesblatt	23,000	5	Christ. Dem.	C.D.U. Verlag GMBH
	Das Volk	160,000	6	Christ. Dem.	Thueringer Volks-verlag GMBH
Wolgast	Ostsee Zeitung		6	Ostsee Zeitung, Verlag & Druckerei	
Worbis	Das Volk		6		Thueringischer Volksverlag GMBH
Zeitz	Der Neue Weg		6	Christ. Dem.	Kreuz Verlag GMBH

GREECE

City	Name of Paper	Proprietor, Director or Editor	Issued	Estimated Circulation
Athens	Akropolis	N. Botsis (Dir.)	m	18.000; Sun 30.000
	Eleftheria	P. Kokkas (Dir.), C. Androulidakis (Ed.)	m	13.000; Sun 19.000
	Embros	A. Kalapothakis (Dir.)	m	6.000
	Ethnikos Kyrix	A. Paraschos (Dir.)	m	9.000; Sun 11.000
	Kathimerini	E. Vlachou (Dir.)	m	30.000; Sun 45.000
	Messager d'Athènes	H. G. Scouras (Dir.)	m	1.000
	To Vima	D. Lambrakis (Prop.), G. Syriotis (Dir.)	m	14.000; Sun 17.000
	Avghi	V. Efremidis (Dir.)	m	10.000; Sun 18.000
	Imerissia	I. Kamarinos (Ed.), K. Amorgianos (Dir.)	m	
	Naftemboriki	P. Athanassiadis (Ed.)	m	
	Athlitiki Echo	Ath. Sempos (Dir. and Ed.)	m	9.000
	Athens News	J. Horn, Electra Chrysovergis (prop)	m	
	Athinaiki	I. Papageorghiou (Prop.), D. Papaspyrou (Dir.)	e	50.000
	Ethnos	Z. Nicolopoulos (Prop.), C. Economides (Dir.)	e	21.000
	Estia	K. Kyrou (Dir.)	e	7.500

DAILY NEWSPAPERS OF EUROPE—Continued

GREECE—Continued

City	Name of Paper	Proprietor, Director or Editor	Issued	Estimated Circulation
	Nea	D. Lambrakis (Prop.), H. K. Nitsos (Dir.)	e	17.000
	Vradymi	Mrs. Nina Aravantinou (Prop.) L. Bortolis (Dir.)	e	24.000
Athens —Cont'd	Apogevmatini	S. Konstantopoulos (Dir.) A. Botsis (Prop.)	e	13.000
	Saloniki Makedonia	G. Vellides (Prop.)	m	
	To Phos	I. Spatharis (Dir.)	m	
Patras	Neologos	J. Papandropoulos (Ed.)	m	

HUNGARY

City	Publication (English Equivalent)	Issued	Year of Publication	Editor	Responsible Editor	Responsible Publisher	Type Area in cm	Tendency and Affiliation
Budapest	Magyar Nemzeth (Hungarian Nation)	mexMon	11th	Ivan Boldiszar				Peoples Front
	Nép Sport (People's Sport)	5 times a wk.	11th					Sport Paper
	Nepszava (Voice of the People)	mexMon	83rd	József Harustjak				Trade Unions
	Szabad Ifuisag (Free Youth)	mexMon	6th					Hungarian Youth Movement
	Szabad Nép (Free People)	m	13th	József Revai				Organ of the Workers' Party
	Esti Budapest (Budapest Evening)	eexSun.	4th	László Biró				Workers' Party for Budapest

PROVINCIAL NEWSPAPERS OF THE HUNGARIAN WORKERS' PARTY

City	Publication (English Equivalent)	Issued
Boja	Bacs Kiskunmegyei Nepujsag (People's paper of the district Bacs-Kiskun)	MDexMon
Debrecen	Szabolcs-Szatmari Neplap (People's paper of the district of Szabolcs-Szatmari)	MDexMon
Egerszeg	Zala (Proper name of the district)	MDexMon
Kaposvar	Somgyi Neplap (People's paper of Somgy)	MDexMon
Miskolc	Eszak Magyarorszag (Northern Hungary)	MDexMon
Pecs	Dunantuli Naplo (Transdanubian daily)	MDexMon
Sopron	Gyor-Sopronmegyei Hirlap (Paper of the district Gyor-Sopron)	MDexMon
Szeged	Del Magyarorszag (Southern Hungary)	MDexMon
	Viharsarek Nepe (People of the Weather Corner)	MDexMon
Szeged	Viharsarek (Weather Corner)	MDexMon
Szekesfehervar	Fejermegyei Neplap (People's paper of the district of Fejer)	MDexMon
Szekeszard	Tolnai Naplo (Daily of the district of Tolna)	MDexMon
Szolnok	Szolnokmegyei Neplap (People's paper of the district of Szolnok)	MDexMon
Szombathely	Vasmegye (District of Vas)	MDexMon
Veszprem	Veszpremmegyei Nepujsag (People's paper of the district of Vesprem)	MDexMon

ICELAND

City	Publication	Political Affiliation	Editor
Reykjavik	Althydubladid	Social Democrat	Hannibal Valdimarsson (e)
	Morgunbladid (6)	Independent	Valtyr Stefansson (e)
	Thjodviljinn	Communist	Magnus Kjartansson (e)
	Timinn	Progressive	Thorarinn Thorarinsson (e)
	Visir	Independent	Hersteinn Palsson (e)

ITALY

LOMBARDY

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Milan	Corriere della Sera	N AM GI I	450,000(d) 200,000(S)	11,250	Mario Missirolli	Corriere della Sera
	Corriere d' Informazione	N PM GI I	250,000 200,000 (Mon.)	6,250	Mario Missirolli	Corriere della Sera
	Corriere Lombardo	N PM GI I	100,000	4,500	B. Fini	S. P. I.
	Milana Sera	N PM GI I	60,000	3,250	C. De Vita	S. P. I.
	Unità	N AM GI Communist	150,000	3,750	D. Lajolo	S. P. I.
	Avanti	N AM GI Left Socialist	80,000	2,500	C. Colombo	S. P. I.
	Tempo-Milano	N AM GI I	60,000	3,125	E. Patrissi	S. P. I.
	Il Sole	N AM C.F.T.	50,000	3,250	M. Bersellini	S. P. I
	Gazzetta dello Sport	N AM SP	450,000(d) (Mon.)7,000	3,750	G. Ambrosini	S. P. I
	Il Popolo	N AM GI Demochristian	30,000	2,500	V. Chesi	S. P. I
	L'Italia	N AM GI Catholic	60,000	2,500	Mons. Pisoni	A. Manzoni
	"24 Ore"	N AM C.F.T.	30,000	3,250	P. Colombi	S.I.P.R.A.
Bergamo	Eco di Bergamo	N AM GI Catholic	18,000	750	A. Spada	A. Manzoni
	Giornale del Popolo	N AM GI I	14,000	750	G. Romolotti	A. Manzoni
Como	Provincia di Como	N AM GI I	20,000	1,000	L. Pozzati	S. P. I.
	L'Ordine	N AM GI Catholic	15,000	500	Brusadelli	A. Manzoni
Cremona	La Provincia	N AM GI I	14,000	750	G. Sprovieri	A. Manzoni

PIEDMONT

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Turin	La Nuova Stampa	N AM GI I	250,000	9,750	G. DeBenedetti	S. P. I.
	Stampa-Sera	N PM GI I	150,000	4,500	G. DeBenedetti	S. P. I.
	Gazzetta del Popolo	N AM GI I	150,000	n.a.	F. Malgeri	S.I.P.R.A.
	Gazetta-Sera	N PM GI I	90,000	n.a.	F. Malgeri	S.I.P.R.A.

VENETIAN PROVINCES

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Venice	Gazzettino	N AM GI I	200,000	6,875	A. Tommasini	S. P. I.
Vicenza	Giornale di Vicenza	N AM GI I	15,000	1,750	O. Parise	S. P. I.
Udine	Messaggero Veneto	N AM GI I	20,000	2,500	C. Tigoli	S. P. I.
Trento	L'Adige	N AM GI I	15,000	1,500	F. Piccolo	S. P. I.
Bolzano	Alto Adige	N AM GI I	25,000	1,750	T. Zulbetti	S. P. I.

LIGURIAN PROVINCES

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Genoa	Corriere della Ligurie	N AM GI I	30,000	3,250	A. Ortolani	S. P. I
	Secolo XIX	N AM GI I	75,000	3,750	U. Cavassa	S. I. P.
	Corriere Mercantile	N AM C.F.T.	20,000	2,000		S. P. I.

EMILIA

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Bologna	Resto del Carlino	N AM GI I	130,000	6,875	V. Zincone	S.I.C.A.P.
	Carlino-Sera	N PM GI I	30,000	3,250	M. Bonetti	S.I.C.A.P.
Parma	Gazzetta di Parma	N AM GI I	20,000	750	M. Ferrara	A. Manzoni
Piacenza	La Libertà	N AM GI I	20,000	1,000	E. Prati	S. P. I.

TUSCANY

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Florence	La Nazione Italiano	N AM GI I	100,000	6,775	R. Bilenchi	S.I.C.A.P.
	Giornale del Mattino	N AM GI I	70,000	3,750	E. Bernabei	S.I.C.A.P.
Leghorn	Il Tirreno	N AM GI I	60,000	4,375	A. G. Banti	S.I.C.A.P.

LATIUM

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Rome	Il Tempo	N AM GI I	125,000	9,750	R. Angiolillo	S. P. I.
	Il Messaggero	N AM GI I	150,000	8,750	G. Perrone	S. I. P.
	Giornale d'Italia	N PM GI I	100,000	9,750	S. Savarino	S. P. I.
	Corriere dello Sport	N AM GI SP	300,000(Mon.)7,500		B. Roghi	S. P. I.
	Il Momento	N AM GI I	50,000	3,750	V. Fragola	S. P. I.
	Il Popolo	N AM GI Demochristian	40,000	2,500	R. Arata	S. P. I.
	Momento-Sera	N PM GI I	90,000	5,000	Franzetti	S. P. I.
	L. Unita	N AM GI Communist	100,000	3,750	P. Ingrao	S. P. I.
	Il Globo	N AM GI C.F.T.	25,000	3,125	I. Zingare	S. P. I.
	Avanti	N AM GI Left Wing Socialist	50,000	2,500	T. Vecchietti	S. P. I.
	La Voce Repubblicana	N AM GI Republican	20,000	5,000	Macrelli	S. P. I.
	La Giustizia	N AM GI Right Wing Socialist	20,000	3,750	M. Zagari	S. P. I.

PUGLIE

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Bari	La Gazzetta del Mezzogiorno	M AM GI I	120,000	5,000	L. De Seely	S. P. I.

CAMPANIA

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Naples	Mattino	N AM GI I	200,000	7,500	G. Z. Ansaldo	S. P. I.
	Il Giornale	N AM GI I	60,000	5,000	C. Zaghi	S. P. I.
	Roma	N PM GI I Monarchist	100,000	6,250	A. Signoretti	S. P. I.
	Il Mattino d'Italia	N AM GI I	20,000	3,750	U. Angiolillo	S. P. I.

SICILY

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Palermo	Giornale di Sicilia	N AM GI I	150,000	5,000	G. Ardizzone	S. P. I.
Catania	Giornale dell'Isola	N AM GI I	15,000	2,500	M. Simili	S. P. I.
	La Sicilia	N AM GI I	60,000	4,000	Prestilenza	S. P. I.
	Corriere di Sicilia	N AM GI I	25,000	2,500	R. Forte	S. P. I.
	Ultimissime	M PM GI I	25,000	2,500	C. Alessi	S. P. I.

TRIESTE

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Trieste	Ultime Notizie	N PM GI I	25,000	2,000	Franco Anadini	S. P. I
	Giornale di Trieste	N AM GI I	70,000	5,000	Tranquilli	S. P. I

VATICAN CITY

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
Vatican City	Osservatore Romano	N AM GI Catholic	200,000	6,250	G. Dalla Torre	A. Manzoni

FOOTNOTE. Key to abbreviations is as follows:

N AM—Morning newspaper published daily except Monday. N PM—Evening newspaper published daily except Sunday. GI—General Information. I—Independent (Party affiliation indicated, if any). C.F.T.—Commercial, Financial, Trade. SP—Sports. Rates listed are those in effect Jan. 1, 1955 and are subject to a 7½ Italian Government Tax on gross. Please note that ITALIAN PUBLISHERS REPRESENTATIVES, INC., is the exclusive Advertising Agent in the United States for all the newspapers listed (with the exception of "Corriere della Sera" and "Corriere d'Informazione" for which they are Advertising Agents but not exclusive.)

LUXEMBOURG

Newspaper	Party Affiliation	Newspaper	Party Affiliation
Luxemburger Wort	Catholic	Letzeburger Journal	Resistance
Escher Tageblatt (Journal d'Esch)	Socialist	La Meuse	Luxembourg-Belgian

THE NETHERLANDS

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
PROVINCE OF GRONINGEN				
Groningen	Nieuwe Provinciale Groninger Courant	Protestant	E. van Ruller (ed. in chief) Uitgeverij, N. V. Jan Haan (pub)	J. Haan (m)
	Nieuwsblad van het Noorden	Independent	C. de Bruin (ed. in chief) R. Hazewinkel Jansz. Publishing Co. Inc. (pub)	J. A. Hazewinkel & N. Hazewinkel (m)
Winschoten	Winschoter Courant	Independent	J. D. van der Veen (pub) C. J. Jager (ed. in chief)	R. de Graaf (m)
PROVINCE OF FRIESLAND				
Heerenveen	Heerenveense-Koerier	Independent Progr.	F. Schurer (ed. in chief) Sjoerd v. d. Graaf (ed. in chief)	L. R. Stallinga (m)
Leeuwarden	Friesch Dagblad	Protestant	H. Algra (ed. in chief) Provinciale Pers Vereniging voor Friesland (pub)	R. Boomgaardt (m)
	Leeuwarder Courant	Independent	C. van Beem and J. Piebenga (e) Stichting "Leeuwarder Courant 1947" (pub)	S. Jonker (m)
PROVINCE OF DRENTE				
Assen	Nieuwe Drentsche Courant	Protestant	E. van Ruller (ed. in chief) Jan Haan N. V. (pub)	P. Taekema (m)
	Provinciale Drentsche en Asser Courant	Neutral	H. Clewits (ed. in chief) De N. V. Provinciale Drentsche and Asser Courant (pub)	H. Clewits (m)

DAILY NEWSPAPERS OF EUROPE—Continued

THE NETHERLANDS—Continued

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
		PROVINCE OF OVERIJSSEL		
Almelo	Dagblad van het Oosten	Independent	Hilarius Courantenbedrijf, N. V. (pub) G. Trebert (ed. in chief)	K. J. Eilander (m)
Deventer	Deventer Dagblad	Neutral	G. Werkman (ed. in chief) Maatschappij Deventer Dagblad, N. V. (pub)	A. Verwey (m)
Hengelo	Hengelosch Dagblad	Independent	J. R. Beunder (ed. in chief)	Th. M. Houwert (m)
Kampen	Kamper Nieuwsblad	Independent	M. J. Boom (ed. in chief) Boom & Zn. (pub)	J. H. Boom (m)
Oldenzaal	Twentsche Courant	Roman Catholic	Dr. B. Plegt (e) N. V. Drukkerij Twentsche Courant	J. Th. A. Niessen (m)
Zwolle	Nieuw Overijssels Dagblad	Roman Catholic	N. H. Smits (ed. in chief) N. V. Onze Courant (pub)	J. Evers & E. J. M. Stumpel (m)
	Provinciale Overijsselsche en Zwolsche Courant	Independent	J. C. deWit (ed. in chief) N. V. De Erven J. J. Tijl (pub)	H. Dikkers (m)
		PROVINCE OF GELDERLAND		
Apeldoorn	Nieuwe Apeldoornse Courant	Independent	G. Spanhaak (ed. in chief) Wegener's Couranten Concern (pub)	J. G. C. Wegener (m)
Arnhem	Arnhemse Courant	Independent	A. Lammerts van Bueren (ed. in chief)	D. Henny (m)
	Arnhems Dagblad		M. Bruins (ed. in chief)	G. H. J. B. Bodewes (m)
Nymegen	Gelders Dagblad	Independent	A. Lammerts van Bueren (ed. in chief)	A. Lammerts van Bueren (m) Uitg. Mij. Arnhem N. V.
Nijmegen	De Gelderlander	Roman Catholic	L. Frequin (ed. in chief)	G. H. J. B. Bodewes (m) N. V. Uitg—My. De Gelderlander (pub)
Zutphen	Zutphens Dagblad	Neutral	L. Kraayenzank (ed. in chief) Uitgevers Maatschappij Deventer Dagblad N. V.	A. Verwey (m)
		PROVINCE OF UTRECHT		
Amersfoort	Amersfoortse Courant	Independent	R. Leenknecht	Ir. B. H. Wolf (m)
	Dagblad Voor Amersfoort	Independent		
Utrecht	Utrechts Katholiek Dagblad	Roman Catholic	Dr. H. C. M. Edelman (ed. in chief) Stichting Utrechtse Katholieke Pers (pub)	J. P. van Vonderen (m)
	Nieuw Utrechts Dagblad	Independent	Sj. v. d. Schaaf (ed. in chief)	B. A. de Vries (m)
	Utrechts Nieuwsblad	Independent	L. F. Tymstra (ed. in chief) "Utrechts Nieuwsblad" (pub)	G. de Rhoter and A. M. E. H. N. Koemans (m)
		PROVINCE OF NORTH HOLLAND		
Alkmaar	Noordhollands Dagblad	Roman Catholic	H. N. Smits (ed. in chief)	E. J. M. Stumpel (m)
Amsterdam	Algemeen Handelsblad	Conservative	H. M. Planten (ed. in chief)	C. A. Steketee (m)
	De Nieuwe Dag	Roman Catholic	W. Severin and H. van Lamsweerde (ed. in chief)	J. J. W. Boerrigter (m)
	De Volkskrant (4)	Roman Catholic	J. M. Lucker (ed. in chief)	J. A. Kolkman (m)
	De Tijd	Roman Catholic-Conservative	A. M. v. d. Kallen & Baron H. van Lamsweerde (ed. in chief)	J. J. W. Boerrigter (m) A. M. v. d. Kallen (m)
	De Waarheid	Communist	F. Schoonenberg (ed. in cheif)	N. van der Drift (m)
	Het Financieele Dagblad (4)	Catholic Ind.	F. Spittel (ed. in chief)	J. F. Richard
	Het Parool	Labor	Dr. P. J. Koets (ed. in chief)	W. van Norden (m)
	Het Vrije Volk	Labor	K. Voskuil (ed. in chief)	H. van Kuilenburg and C. van der Waerden (m)
	Trouw (6)	Calvinist	Dr. J. A. H. L. S. Bruins Slot (ed. in chief)	M. G. Kortleve (m)
	De Telegraaf	Conservative	J. J. F. Stokvis & C. J. Brandt	Dr. A. de Graaff & J. M. Goedemans (m)
	New York Times Int'l Air Edition			Edward N. Jenks (m)
Beverwijk	Dagblad Kennemerland	Independent	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Den Helder	Helderse Courant	Liberal	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Enkhuizen	Enkhuizer Courant	Liberal	D. D. P. Honijk (ed. in chief) N. V. Enkhuizer Courant (pub)	D. D. P. Honijk (m)
Haarlem	Haarlems Dagblad	Independent	R. W. Peereboom (ed. in chief)	A. D. Huijsman, P. W. Peereboom and R. W. P. Peereboom (m)
	Nieuwe Haarlemsche Courant	Roman Catholic	W. van Willige (ed. in chief)	J. J. W. Boerrigter (m)
		PROVINCE OF SOUTH HOLLAND		
Dordrecht	Dordrechtsch Nieuwsblad	Neutral	H. W. Eldermans (ed. in chief)	M. Meeldijk (m)
	Dordtsch Dagblad	Christian Historical	Dr. E. Diemer (ed.)	P. A. Joen (m)
	De Dordtenaar	Independent	N. V. "De Dordtenaar" (pub)	L. W. A. de Bot (m. and ed. in chief)
	Nieuwe Dordtsche Courant	Roman Catholic	L. J. M. Hazelzet	J. Kuypers (m)
Gouda	Goudse Courant	Neutral	S. H. v. d. Kraats (ed. in chief)	S. H. v. d. Kraats (m)
Leiden	Leidsch Dagblad	Independent	B. W. Menkhorst and J. Brouwer (ed. in chief)	J. W. Henny (m)
	De Leidse Courant	Roman Catholic	L. C. J. Roozen (ed. in chief)	C. M. van Hamersveld (m)
	Nieuwe Leidsche Courant	Christian Historical		F. Diemer (m)
Rotterdam	Algemeen Dagblad	Independent	Dr. J. Ratté (ed. in chief)	W. Pluygers
	De Maasbode	Roman Catholic	Leo Hazelzet (ed. in chief)	J. Kuypers (m)
	De Rotterdammer	Protestant	Dr. E. Diemer (ed)	J. Groenewegen (m)
	Het Nieuwe Dagblad	Roman Catholic	W. Pedroli (ed.)	J. Kuypers (m)
	Nieuwe Rotterdamse Courant (14)	Liberal	Dr. M. Rooy (ed. in chief)	F. Baas and W. Pluygers (m)
	Rotterdams Nieuwsblad	Independent	Leo Ott and J. G. Weysters (ed. in chief)	J. H. Duurkoop and D. Broeren (am)
Schiedam	Nieuwe Schiedamsche Courant	Roman Catholic	L. F. M. Nelissen (ed. in chief)	J. Kuypers (m)
The Hague	Het Vaderland	Liberal	F. van Wyk (ed) Stichting "De Nieuwe Courant" (pub)	Th. D. Struick (m)
	Haagsch Dagblad	Independent		E.v.d. Berch van Heemstede (m)
	Haagse Courant	Neutral	Prof. Dr. A. C. Josephus Jitta (ed. in chief)	Dr. K. H. Labohm and Th. G. v. d. Garden (m)
THE HAGUE—Cont'd	Het Binnenhof	Roman Catholic	F. T. Plue (ed. in chief)	C. M. Drabbe (m)
	Nieuwe Haagse Courant	Christian Historical	Dr. E. Diemer (ed. in chief)	P. Bol (m)
		PROVINCE OF NORTH BRABANT		
Breda	Bredasche Courant	Independent	C. A. Muller (ed. in chief)	C. A. Müller (m)
	De Stem	Roman Catholic	John H. A. Bruna (ed.)	E. H. B. Brader (m)
Eindhoven	Oost-Brabant	Roman Catholic	J. de Brouwer (ed. in chief)	J. de Brouwer (m)
	Eindhovens Dagblad	Independent	T. Brouwers (ed. in chief)	
Helmond	Helmondse Courant	Roman Catholic	P. Kuypers (ed.)	H. van der Grinten (m)
Roosendaal	Brabants Nieuwsblad	Roman Catholic	W. Asmann (ed. in chief)	Th. A. M. Heuts (m)
Tilburg	Het Nieuwsblad van het Zuiden	Roman Catholic	J. W. Oltheten (ed. in chief)	J. W. Oltheten (m)
	De Tilburgse Courant	Roman Catholic	Dr. A. C. B. Arts (ed. in chief)	L. J. J. Arts and Dr. A. C. B. Arts (m)
		PROVINCE OF LIMBURG		
Heerlen	Limburgs Dagblad	Roman Catholic	J. J. Groen (ed.)	A. Hoefsmit (m)
Maastricht	Gazet van Limburg	Roman Catholic	J. Daschils (ed.)	
Roermond	Maasen Roerbode	Roman Catholic	E. J. Hoogenstraaten (ed. in chief)	C. M. Dosker (m)
		PROVINCE OF ZEELAND		
Vlissingen	Provinciale Zeeuwse Courant	Independent	W. Leertouwer (ed. in chief) Provinciale Zeeuwse Courant (pub)	F. v. d. Velde (m)
Goes	Zeeuwsch Dagblad	Protestant	J. D. Troostheide (ed. in chief)	Jacq. de Smit (m)
Hilversum	De Gooische Courant	Roman Catholic	Baron H. van Lamsweerde and W. Severin (ed. in chief)	J. W. Boerrigter (m)
	Dagblad Het Gooi-en-Ommeland	Independent	J. A. J. Temmink (ed. in chief) N. V. Dagblad de Gooi-en Eemlander (pub)	B. Klene (m)
Zaandam	Dagblad Voor De Zaanstreek De Typhoon	Independent Progressive	C. Meijer (ed. in chief)	H. P. Stuurman (m)

NORWAY

Name of City	Name of Newspaper	Political Inclination	Adv. Rate öre per mm.	Circulation
Aalesund	Sunnmöre Arbeideravis	Labor Party	36	5,030
	Sunnmörsposten	Liberal	36	21,058
			(Sat.)	21,338
Arendal	Agderposten	Liberal	35	10,494
	Tiden	Labor Party	35	4,549
	Vestlandske Tidende	Conservative	35	.....
Bergen	Bergens Arbeiderblad	Labor Party	63	16,823
	Bergens Tidende	Liberal	67	46,787
			(Sat.)	49,041
	Dagen	Non-Political	63	15,702
	Morgenavisen	Conservative	63	14,121
			(Sat.)	14,754
Bodö	Nordlands Framtid	Labor Party	30	6,493
	Nordlandsposten	Conservative	30	8,253
Drammen	Drammens Tidende, Buskeruds Blad	Conservative	60	.....
	Fremtiden	Labor Party	60	
Elverum	Östlendingen, Österdölen	Agrarian Party	40	14,406
Fredrikstad	Demokraten	Labor Party	38	6,645
	Fredriksstad Blad	Conservative	38	12,576
Gjövik	Oppland Arbeiderblad	Labor Party	40	10,044
	Samhold, Velgeren	Agrarian Party, Liberal	40	9,515
Halden	Halden Arbeiderblad	Labor Party	38	5,832
	Smaalenenes Amtstidende	Conservative	38	4,435
Hamar	Hamar Arbeiderblad	Labor Party	40	16,166
	Hamar Stiftstidende	Conservative	40	.....
Harstad	Harstad Tidende	Conservative	35	8,415
Haugesund	Haugaland Arbeiderblad	Labor Party	48	3,061
	Haugesunds Avis	Liberal	48	13,349
	Haugesunds Dagblad	Conservative	48	10,137
Horten	Gjengangeren	Conservative	40	4,472
	Horten Arbeiderblad	Labor Party	40	1,786
Hönefoss	Ringerikes Blad	Conservative	40	5,485
Kongsvinger	Glåmdalen	Labor Party	40	15,002
	Hedemarkens Amtstidende	Conservative	40	.....
Kristiansand S.	Agder Tidend	Agrarian Party	35	.....
	Christianssands Tidende	Conservative	35	.....
	Fædrelandsvennen	Liberal	40	19,090
	Sorlandet	Labor Party	35	5,202
Kristiansund N.	Möre Dagblad	Conservative	35	5,051
	Romsdalsposten	Liberal	35	8,219
	Tidens Krav	Labor Party	35	6,778
Larvik	Larvik Morgenavis	Conservative	40	2,151
	Nybrott	Labor Party	40	.....
	Östlandsposten	Liberal	40	7,545
Lillehammer	Dagningen	Labor Party	40	5,366
	Gudbrandsdölen, Lillehammer Tilskuer	Agrarian Party, Conservative	40	11,918
Mandal	Mandals Avis	Conservative	35	.....
Molde	Romsdal Folkeblad	Labor Party	30	2,630
	Romsdals Budstikke	Liberal	45	7,228
Moss	Moss Arbeiderblad	Labor Party	38	.....
	Moss Avis	Conservative	38	7,088
Narvik	Fremover	Labor Party	30	5,156
Notodden	Teledölen	Liberal	40	.....
	Telen	Agrarian Party	40	3,490
Oslo	Aftenposten, morning	Conservative	135	147,222
			(Sat.)	165,523
	Aftenposten, evening	Conservative	135	124,474
	Arbeiderbladet	Labor Party	110	62,302
			(Sat.)	75,540
	Dagbladet	Liberal	75	91,865
		(Sat.)	90	133,594
	Friheten	Communist	65	.....
	Morgenbladet	Conservative	75	30,197
	Morgenposten	Non-Political	85	46,896
	Nationen	Agrarian Party	65	24,689
	Norges Handels og Sjöfartstidende	Non-Political	60	.....
	Verdens Gang	Independent	70	26,056
	Vårt Land	Independent	65	27,465
Porsgrunn	Porsgrunns Dagblad, Breviksposten, Langesund	Liberal	40	8,308

DAILY NEWSPAPERS OF EUROPE—Continued

NORWAY—Continued

Name of City	Name of Newspaper	Political Inclination	Adv. Rate ore per m/m	Circulation
Rjukan	Rjukan Arbeiderblad	Labor Party	30	2,511
	Rjukan Dagblad	Conservative	28	.....
Sandefjord	Sandefjords Blad	Conservative	40	7,241
	Vestfold	Liberal	40	.....
	Vestfold Fremtid	Labor Party	40	1,698
Sarpsborg	Sarpen	Conservative	38	.....
	Sarpsborg Arbeiderblad	Labor Party	38	9,980
Skien	Telemark Arbeiderblad	Labor Party	45	11,158
	Varden	Independent	50	16,623
Stavanger	Iste Mai	Labor Party	55	11,781
	Rogaland	Agrarian Party	55	.....
	Stavanger Aftenblad	Liberal	40	32,802
	Stavangeren	Conservative	55	7,583
Steinkjer	Trönder-Avisa	Agrarian Liberal	30	7,432
Svolvær	Lofotposten	Non-Political	52	22,268
Tromsö	Nordlys	Labor Party	35	15,732
	Tromsö	Liberal	35	11,568
Trondheim	Adresseavisen	Conservative	50	49,679
	Arbeider-Avisa	Labor Party	54	20,192
	Dagsavisa	Christian	50	.....
	Nidaros	Liberal	53	13,162
	Tröndelag	Agrarian Party		
Tönsberg	Tönsbergs Blad	Conservative	50	15,012
	Vestfold Arbeiderblad	Labor Party	45	8,322

POLAND

City	Newspaper	Established	Publisher and Affiliation
Bialystok	Gazeta Bialostocka	1951	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Zycie Bialostockie	.....	Branch Edition od " Zycie Warszawy"—Warsaw
Bydgoszcz	Gazeta Pomorska	1948	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Ilustrowany Kurier Polski	1945	Editorial Committee
Bytom	Trybuna Robtnicza	1945	Branch Edition of "Trybuna Robotnicza"—Katowice
Chorzow	Trybuna Robotnicza	.....	Branch Edition of "Trybuna Robotnicza"—Katowice
Cieszyn	Trybuna Robotnicza	.....	Branch Edition of "Trybuna Robotnicza"—Katowice
Czestochowa	Slowo Ludu	1948	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Zycie Czestochowy	.....	Branch Edition of "Zycie Warszawy"—Warsaw
Gdansk	Glos Wybrzeza	1949	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Gdynia	Dziennik Baltycki	1945	Publishing Cooperative "Czytelnik," Progressive
Gliwice	Trybuna Robotnicza	.....	Branch Edition of "Trybuna Robotnicza"—Katowice
Grudziadz	Gazeta Pomorska	1948	Branch Edition of "Gazeta Pomorska"—Bydgozcz
Inowroclaw	Gazeta Kujawska	.....	Branch Edition of "Gazeta Pomorska"—Bydoszcz
Katowice	Dziennik Zachodni	1945	Publishing Cooperative "Czytelnik," Progressive
	Dziennik Zachodni - Wieczor	1945	Evening Edition of "Dziennik Zachodni"
	Sport	1950	Local Office of Physical Culture. "Prasa," (2 times a week)
	Trybuna Robotnicza	1945	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Kielce	Slowo Ludu	1948	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Koszalin	Glos Koszalinski	1952	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Krakow	Dziennik Polski	1945	Publishing Cooperative "Czytelnik," Progressive
	Echo Krakowskie	.....	Branch Edition of "Express Wieczorny"—Warsaw
	Gazeta Krakowska	1949	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Kutno	Glos Robotniczy	.....	Branch Edition of "Glos Robotniczy"—Lodz
Legnica	Wolnosc	.....	Editorial Committee
Lodz	Dziennik Lodzki	1945	Publishing Cooperative "Czytelnik," Progressive
	Express Ilustrowany	1946	Workers Publ. Coop. "Prasa"
	Glos Robotniczy	1945	Workers Publ. Coop. "Prasa," Local Organ of
Lublin	Sztandar Ludu	1945	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Zycie Lubelskie	.....	Branch Edition of "Zycie Warszawy"—Warsaw
Lubliniec	Trybuna Robotnicza	1945	Branch Edition of "Trybuna Robotnicza"—Katowice
Olsztyn	Glos Olsztynski	1945	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Zycie Olsztynskie	1945	Branch Edition of "Zycie Warszawy"—Warsaw
Pabianice	Glos Robotniczy	1945	Branch Edition of "Glos Robotnicza"—Lodz
Piotrkow	Glos Robotniczy	1945	Branch Edition of "Glos Robotnicza"—Lodz
Poznan	Express Poznanski	.....	Branch Edition of "Express Wieczorny"—Warsaw
	Gazeta Poznanska	1948	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Glos Wielkopolski	1945	Publishing Cooperative "Czytelnik," Progressive
Prudnik	Trybuna Robotnicza	.....	Branch Edition of "Trybuna Robotnicza"—Katowice
Przemysl	Nowiny Przemyskie	.....	Branch Edition of "Nowiny Rzeszowskie"—Rzeszow
Radom	Zycie Radomskie	.....	Branch Edition of "Zycie Warszawy"—Warsaw
Radomsko	Glos Robotniczy	.....	Branch Edition of "Glos Robotniczy"—Lodz
Rybnik	Trybuna Robotnicza	.....	Branch Edition of "Trybuna Robotnicza"—Katowice
Rzeszow	Nowiny Rzeszowskie	1949	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Szczecin	Glos Szczecinski	1949	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
	Kurier Szczecinski	1945	Publishing Cooperative "Czytelnik," Progressive
Tarnow	Gazeta Tarnowska	.....	Branch Edition of "Gazeta Krakowska"—Krakow
Tomaszow	Glos Robotniczy	.....	Branch Edition of "Zycie Warszawy"—Warsaw
Torun	Gazeta Torunska	.....	Branch Edition of "Gazeta Pomorska"—Bydgoszcz
Warsaw	Express Wieczorny	1946	Workers Publ. Coop. "Prasa," Evening paper
	Folk Sztyme	1946	Workers Publ. Coop. "Prasa," Jewish (4 times a week)
	Gazeta Handlowa	1946	Editorial Committee; Commercial paper (twice a week)
	Glos Pracy	1951	Workers Publ. Coop. "Prasa," Organ of the Trade Unions
	Gromada - Rolnik Polski	1952	Workers Publ. Coop. "Prasa," Agricultural paper (3 times a week)
	Kurier Codzienny	1945	Editorial Committee
	Przeglad Sportowy	1945	Publishing Cooperative "Czytelnik"; Head Office for Physical Cultury (twice a week)
	Slowo Powszechne	1947	Editorial Committee; Roman Catholic
	Sztandar Mlodych	1950	Workers Publ. Coop. "Prasa," Organ of the Union of Polish Youth
	Trybuna Ludu	1948	Workers Publ. Coop. "Prasa," Central Organ of the United Workers' Party (7 times a week)
	Wola Ludu	1949	Editorial Committee
	Zolnierz Wolnosci	1950	Polish Armed Forces
	Zycie Warszawy	1945	Publishing Cooperative "Czytelnik." Progressive
	Zycie Mazowieckie i Podlaskie	.....	Branch Edition of "Zycie Warszawy"
Wloclawek	Gazeta Kujawska	.....	Branch Edition of "Gazeta Pomorska"—Bydgoszcz
Wroclaw	Gazeta Robotnicza	1948	Workers Publ. Coop. "Prasa," Local Organ of the United Workers' Party
Wroclaw—Cont'd	Slowo Polskie	1946	Publishing Cooperative "Czytelnik," Progressive
	Jeleniogorskie Slowo Polskie	.....	Branch Edition of "Slowo Polskie"
	Walbrzyskie Slowo Polskie	.....	Branch Edition of "Slowo Polskie"
Zielona-Gora	Gazeta Zielonogorska	1952	Branch Edition of "Gazeta Poznanska"—Poznan

PORTUGAL

Newspaper	Published	Circulation	Party Affiliation	Editor
LISBON				
Diario de Lisboa	(m)	....	Independent Conservative	Joaquim Manso
Diario de Manha	(m)	....	National Union	Manuel Murias
Diario de Noticias	(m)	....	Independent Conservative	Augusto de Castro
Diario de Governo	(d)	....	Official Gazette	Imprensa Nacional (Prop.)
Diario Popular	(e)	....	Independent Conservative	Luiz Forjaz Trigueiros
Jornal do Commercio	(d)	....	Commerce and Industry	Diniz Bordallo Pinheiro
Novidados	(d)	....	Catholic	Rev. Avelino Goncalves
Republica	(e)	....	Republican Independent	Carvalhão Duarte (Dir.)
O Seculo	(m)	....	Independent Conservative	J. Pereira da Rosa
A. Voz	(d)	....	Independent Conservative-Catholic	Pedro Correia Marques
Anglo-Portuguese News	(d)	....	British	Luis Marques
OPORTO				
Diario do Norte	(d)	....	Independent	Dr. Antonio Cruz
Primeiro de Janeiro	(m)	....	Republican	M. Pinto de Azevedo, Jr.
O Commercio do Porto	(m)	....	Independent Conservative	Fortunato Sella Cardosa
Jornal de Noticias	(d)	....	Independent	M. Pacheco de Miranda

RUMANIA

City	Publication (English Equivalent)	Language	Tendency
Bucharest	Agerpress	Rumanian	Progressive
	Frontul Plugarilor (Ploughmen's Front)	Rumanian	Agrarian Union
	Glasul Armatei (Voice of the Army)	Rumanian	Armed Forces
	Neuer Weg (New Way)	German	German Minority
	Romania Liberă (Free Rumania)	Rumanian	Workers' Party
	Romaniai Magyar Szó (Hungarian Word in Rumania)	Hungarian	People's Democratic
	Scanteia (The Spark)	Rumanian	Workers' Party Organ
	Scanteia Tineretului (The Spark of Youth)	Rumanian	Youth Movement
	Sportul Popular (People's Sport)	Rumanian	Sport
	Unirea (Union)	Rumanian	Progressive
	Universul	Rumanian	Progressive
	Viata Capitalei (Life in the Capital)	Rumanian	Progressive
	Viata Sindicala (Trade Union Life)	Rumanian	Trade Unions
Arad	Patriotul (The Patriot)	Rumanian	Workers' Party
	Lövö (The Marksman)	Hungarian	Progressive
Bacau	Luptatorul (The Fighter)	Rumanian	Workers' Party
Bralla	Inainte (Onward)	Rumanian	Workers' Party
Cluj	Lupta Arealului (Transsylvania's Struggle)	Rumanian	Workers' Party
	Tribuna Noua (New Tribune)	Rumanian	Progressive
	Igazsag (Truth)	Hungarian	Workers' Party
	Vilagosság (Light)	Hungarian	Agrarian Union
Constantza	Dobrugea Noua (New Dobrudja)	Rumanian	Workers' Party
Craiova	Inainte (Onward)	Rumanian	Workers' Party
Deva	Zori Noi (New Horizons)	Rumanian	Workers' Party
Galati	Viata Noua (New Life)	Rumanian	Workers' Party
Iasi	Lupta Moldovei (Moldov's Struggle)	Rumanian	Workers' Party
	Opinia (The Opinion)	Rumanian	Progressive
Oradea	Crisan	Rumanian	Workers' Party
	Fakiya (The Torch)	Hungarian	Workers' Party
	Uj Elet (New Life)	Hungarian	Progressive
Satu Mare	Satmarul	Rumanian	Progressive
	Szabad Elet (Free Life)	Hungarian	Progressive
Sibiu	Romania Viitoare (Rumania of Future)	Rumanian	Progressive
Stalin (Brasov)	Drum Nou (New Way)	Rumanian	Agrarian Union
	Nepujsag (People's Paper)	Hungarian	Agrarian Union
	Vörös Zaszló (Red Banner)	Hungarian	Workers' Party
Suceava	Lupta Poporului (The People's Struggle)	Rumanian	Progressive
Targu Mures	Szabad Szó (Free Word)	Hungarian	Progressive
Timisoara	Luptatorul Banatean (Fighter of Banat)	Rumanian	Workers' Party
	Szabad Szó (Free Word)	Hungarian	Progressive

U. S. S. R. (RUSSIA)

NOTE: Much essential information on individual Soviet newspapers, such as names of editors, circulation figures, etc., is not made public by the Soviet authorities. Many of the papers themselves are not allowed to circulate outside the Soviet Union. All those starred below have been forbidden to distribute outside the country since Jan. 1, 1954.

The information below was compiled by Leo Gruliow, editor of the Current Digest of the Soviet Press, 413 West 117 Street, New York. The Current Digest is a weekly published at Columbia University by the Joint Committee on Slavic Studies appointed by the American Council of Learned Societies and Social Science Research Council. The staff maintained by this organization translates the contents of Pravda and Izvestia, plus selections from 60 additional Soviet newspapers and magazines, in order to make the material available in English to researchers, editors, analysts, commentators, government agencies and international bodies requiring it in their work. The Current Digest translations, indexed quarterly, provide the world's only record and index of Soviet newspaper and magazine contents.

Each of the republics outside the Russian Republic has its own dailies in the indigenous language, but in many cases it has been possible to obtain information only concerning the Russian-language newspapers in these republics. The newspapers in the indigenous languages are generally not allowed to circulate outside the area of publication.

City of Publication	Name of Newspaper, Language, English Equivalent	Publisher	Editor	Issues Per Year	Descriptive Notes
Moscow	Pravda (Russian) (Truth)	Central Committee of Communist Party of the Soviet Union	Dmitry Trofimovich Shepilov	360	Published in six major cities; most authoritative daily; editorials are broadcast and often reprinted in local papers throughout the country. A.M.
	Izvestia sovetov deputatov trudyashchikhsya SSR (Russian) (News of the Soviets of Working People of the U.S.S.R.)	Presidium of U.S.S.R. Supreme Soviet		300	Government organ, authoritative on foreign policy and work of the Soviets (local) governments) A.M.
	Komsomolskaya pravda (Russian) (Young Communist League Truth)	Central Committee of Young Communist League of the Soviet Union		300	Concentrates on youth—published from Pravda plant but maintains separate staff. A.M.
	*Krasnaya zvezda (Russian) (Red Star)	Ministry of Defense		300	A daily for and about the armed forces; not allowed to circulate outside the Soviet Union almost since the end of World War II. A.M.
	Trud (Russian) (Labor)	Central Council of Trade Unions	M. Strepukhov	300	Specializes in union affairs but constitutes a large general daily. A.M.

DAILY NEWSPAPERS OF EUROPE—Continued

U. S. S. R.—Continued

City of Publication	Name of Newspaper, Language, English Equivalent	Publisher	Editor	Issues Per Year	Descriptive Notes
Moscow —Continued	*Moskovskaya pravda (Russian Truth)	Moscow Province and City Communist Party and Soviets	P. P. Yerofeyev	300	Local Moscow daily, distinct from Pravda. A.M.
	*Vechernyaya Moskva (Russian) (Evening Moscow)	Moscow City Communist Party and Soviet	A. A. Fomichev	300	Local daily. P.M.
	Selskoye khozyaistvo (Russian) (Agriculture)	Ministry of Agriculture	A. M. Sirotin	300	Succeeded the former Sotsialisticheskoye zemledeliye (Socialist Farming), 1953. Devoted primarily to farm problems but also carries general material. A.M.
	Gudok (Russian) (The Train Whistle)	Ministry of Transportation and Central Committee of Railwaymen's Trade Union	B. I. Krasnikov	300	Concentrates on railroad news but also constitutes a general daily. A.M.
	Uchitelskaya gazeta (Russian) (Teachers' Gazette)	Republic Ministries of Education and Central Committees of Unions of Public School Employees and Workers	N. Ya. Tarnovsky	104	A professional newspaper
	Sovetskaya kultura (Russian) (Soviet Culture)	Ministry of Culture	N. Danilov	156	Replaced Sovetskoye iskusstvo (Soviet Arts), 1953. Deals with all the arts, radio, TV and lectures.
	Literaturnaya gazeta (Russian) (Literary Gazette)	Board of the Union of Writers	B. Ryurikov	156	Although concentrating on literature, deals with many aspects of life and culture, both at home and abroad. Formerly edited by writer Konstantin Simonov.
	Meditsinsky rabotnik (Russian) (Medical Worker)	U.S.S.R. and Russian Republic Ministries of Public Health	Ye. A. Vasyukova	156	A professional paper.
	Vedomosti Verkhovnovo Soveta SSSR (Russian, Ukrainian, Belorussian, Usbek, Kazakh, Georgian, Azerbaijanian, Lithuanian, Moldavian, Latvian, Kirgiz, Tajik, Armenian, Turkmenian, Estonian and Finnish editions) (Bulletin of the U.S.S.R. Supreme Soviet)	U.S.S.R. Supreme Soviet		Irregular, approx. 24	Publishes texts of laws, decrees and government awards
	Radio programmy (Russian) (Radio Programs)	Radio Broadcasting Administration of Ministry of Culture		52	Radio-TV program listings and occasional brief news items.
	Pionerskaya pravda (Russian) (Young Pioneer Truth)	Central and Moscow Committees of Young Communist League	T. V. Matveyeva	104	A children's tabloid; employs two-color printing.
	Sovetsky sport (Russian) (Soviet sports)	Ministry of Public Health and Central Council of Trade Unions	N. I. Lyubomirov	156	Sports tabloid.

OTHER IMPORTANT NEWSPAPERS OF RUSSIAN REPUBLIC

Leningrad	*Leningradskaya pravda (Russian) (Leningrad Truth)	Leningrad Province and City Communist Party and Soviets	V. A. Andreyev	300	Distinct from Pravda and Moskovskaya pravda; a local daily. A.M.
	*Vecherny Leningrad (Russian) (Evening Leningrad)	Leningrad City Communist Party and Soviet		300	Local. P.M.
	*Smena (Russian) (New Generation)	Leningrad Young Communist League		156	Local equivalent of Komsomolskaya pravda.
Gorky	*Gorkovskaya kommuna (Russian (Gorky Commune)	Gorky Province and City Communist Party and Soviets		300	
Sverdlovsk	*Uralsky rabochy (Russian) (Urals Worker)	Sverdlovsk Province and City Communist Party and Soviets		300	
Novosibirsk	*Sovetsky sibir (Russian) (Soviet Siberia)	West Siberian Communist Party and Soviet		300	
Molotov	*Zvezda (Russian) (Star)	Molotov Province and City Communist Party and Soviets		300	
Rostov-on-Don	*Molot (Russian) (Hammer)	Rostov Province and City Communist Party and Soviets		300	

NEWSPAPERS OF OTHER SOVIET REPUBLICS

UKRAINE REPUBLIC

Kiev	*Radyanska Ukraina (Ukrainian) (Soviet Ukraine)	Ukraine Communist Party, Supreme Soviet and Council of Ministers		300	
	*Pravda Ukrainy (Russian) (Ukraine Truth)	Ukraine Communist Party, Supreme Soviet and Council of Ministers		300	

BELORUSSIAN REPUBLIC

Minsk	*Zvyazda (Belorussian) (Star)	Belorussian Communist Party, Supreme Soviet and Council of Ministers		300	
	*Sovetskaya Belorussia (Russian) (Soviet Belorussia)	Belorussion Communist Party, Supreme Soviet and Council of Ministers		300	

AZERBAIJAN REPUBLIC

Baku	*Kommunist (Azerbaijanian) (The Communist)	Azerbaijan and Baku Communist Party		300	
	*Bakinsky rabochy (Russian) (Baku Worker)	Azerbaijan and Baku Communist Party	A. M. Maiyutin	300	

GEORGIAN REPUBLIC

Tbilisi (Tiflis)	*Kommunisti (Georgian) (The Communist)	Georgian Communist Party and Supreme Soviet and Tbilisi Province and City Communist Party and Soviets		300	
	*Zarya Vostoka (Russian) (Dawn of the East)	Georgian Communist Party and Supreme Soviet and Tbilisi Province and City Communist Party and Soviets	I. Chkunvishvili	300	

City of Publication	Name of Newspaper, Language, English Equivalent	Publisher	Editor	Issues Per Year	Descriptive Notes
		ARMENIAN REPUBLIC			
Erevan	*Sovetikan Aistan (Armenian) (Soviet Armenia)	Armenian Communist Party and Supreme Soviet		300	
	*Kommunist (Russian) (Communist)	Armenian and Erevan Communist Party	M. O. Kocharyan, Acting Ed.	300	
		TURKMENIAN REPUBLIC			
Ashkhabad	*Turkmenskaya iskra (Russian) (Turkmenian Spark)	Turkmenian and Ashkhabad Province and City Communist Party and Turkmenian Supreme Soviet	D. Zotov	300	
		UZBEK REPUBLIC			
Tashkent	*Pravda Vostoka (Russian) (Truth of the East)	Uzbekistan and Tashkent Province and City Communist Party and Uzbek Supreme Soviet	S. S. Chernik	300	
		LATVIAN REPUBLIC			
Riga	*Cina (Latvian) (Struggle)	Latvian Communist Party and Supreme Soviet	P. Pizans	300	
	*Sovetskaya Latvia (Russian) (Soviet Latvia)	Latvian Communist Party, Supreme Soviet and Council of Ministers	I. Davydov	300	
		ESTONIAN REPUBLIC			
Tallinn	*Rahva Hääl (Estonian) (People's Voice)	Estonian and Tallinn Communist Party and Soviets		300	
	*Sovetskaya Estonia (Russian) (Soviet Estonia)	Estonian Communist Party, Supreme Soviet and Council of Ministers		300	
		TAJIK REPUBLIC			
Stalinabad	*Kommunist Tajikistana (Russian) (Tajikistan Communist)	Tajik and Stalinabad Communist Party and Tajik Supreme Soviet	P. I. Abramichev	300	
		KAZAKH REPUBLIC			
Alma-Ata	*Kazakhstanskaya pravda (Russian) (Kazakhstan Truth)	Kazakhstan and Alma-Ata Province Communist Party	I. Nikitin	300	
		KIRGIZ REPUBLIC			
Frunze	*Sovetskaya Kirgizia (Russian) (Soviet Kirgizia)	Kirgiz and Frunze Province Communist Party and Kirgiz Supreme Soviet	P. S. Denisyuk	300	
		MOLDAVIAN REPUBLIC			
Kishinev	*Sovetskaya Moldavia (Russian) (Soviet Moldavia)	Moldavian Communist Party and Supreme Soviet	A. Golubitsky	300	
		LITHUANIAN REPUBLIC			
Vilnius	*Tiesa (Lithuanian) (Truth)	Lithuanian Communist Party, Supreme Soviet and Council of Ministers	J. Karosas	300	
	*Sovetskaya Litva (Russian) (Soviet Lithuania)	Lithuanian Communist Party	I. I. Anushkin	300	
		KARELO-FINNISH REPUBLIC			
Petrozavodsk	*Leninskoye znamya (Russian) (Leninist Banner)	Karelo-Finnish Communist Party and Supreme Soviet and Petrozavodsk Communist Party	A. I. Klikachev	300	

SPAIN

Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
	(Peseta)		

(1) 1 line, (p) 1 page, (w) 1 word, (mm) 1 millimeter, (cm) 1 centimeter

†All the papers marked with this cross before the name belong to the chain "Prensa del Movimiento" whose headquarters is in Madrid (Puerta del Sol, 11) to which all correspondence should be addressed for publication in any group of papers in the chain.

Albacete (63,220)	Albacete (1942), ED	Antonio Andújar	(p)	1,200
			(l)	1
Alicante (85,000)	†Información (1940), MD	Gregorio C. Romero de Vicient	(p)	2,750
	†Lunes (1942), Mondays	Gregorio C. Romero de Vicient		
Almeria (78,989)	†Yugo (1939), MD	José Cirre	(w)	0.60
Avila (20,261)	El Diario de Avila (1898)	Juan Grande Martin	(l)	de 3,00 a 1,00*
	*Depends on position in paper.			
Avilés (Oviedo) (19,850)	La Voz de Avilés (1908), MD	Juan González Wes-Dinten	(l)	2,00
Badajoz (55,488)	Hoy (1933), MD	Gregorio Herminio Pinilla	(p)	3,300
	Hoja Oficial del Lunes (1941) Mondays	Gregorio H. Pinilla		
Barcelona (1,880,195)	El Correo Catalán (1875), MD	Director accidental	(p)	7,000
	Diario de Barcelona (1792), MD	Enrique del Castillo	(p)	3,750
			(½p)	2,000
	Hoja del Lunes (1926), Monday	D. Rafael Delclos		
	El Mundo Deportivo (1906) MED	José Luis Lasplazas	(l)	4.50
			(w)	0.40
	El Noticiero Universal (1888), ED	Luis G. Manegat	(p)	7,500
	†La Prensa (1941), ED	Antonio Sánchez Gómez	(p)	6,500
	†Solidaridad Nacional (1939), MD	Luis Santamarina	(p)	3,350
	La Vanguardia Española (1881) MD	Luis de Galinsoga	(p)	14,000 to 6,000
			(l)	1. to 3.
Bilbao (197,200)	El Correo Español (1937), MD	Alejandro Echevarria	(p)	2,660
			(l)	2.
	La Gaceta del Norte (1901), MD	Antonio Gonzalez	(w)	.25
	†Hierro (1937), ED	Bernardo Bureba		
	Hoja del Lunes (1931) Mondays	Bernardo Bureba		
Burgos (61,054)	Diario de Burgos (1891), MD	Esteban S. Alvarado	(l)	1.
	La Voz de Castilla (1944), MD	Fernando Ramos		
Cáceres (40,473)	Extremadura (1923), ED	Jesús Dionisio Acedo		
Cádiz (80,000)	Diario de Cádiz (1867), MD	Francisco Rodriquez	(p)	4,000
	Información del Lunes (1875), Monday	Manuel Cerón		
Cartagena (102,705)	El Noticiero (1934), ED	Manuel Carreño		
Castellón (49,116)	†El Mediterráneo (1938), MD	Jaime Nos	(p)	1,300
			(mm)	.03

DAILY NEWSPAPERS OF EUROPE—Continued

SPAIN—Continued

Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
Cueta (Marruecos) (50,614)	El Faro (1934), MD	Francisco Leria Ortiz	
Ciudad Real (32,864)	†Lanza (1943), ED	Jóse Gutierrez Ortega	(p) 1,250
			(l) 2.-
Córdoba (143,601)	†Córdoba (1941), MD	Pedro Alvarez	(p) 5,000
			(l) 2.10
			(w) 0.40
	Hoja Oficial del Lunes (1942) Mon.	Francisco Quesada	
La Coruña (99,103)	Hoja Oficial del Lunes (1941), Mon.	Enrique Santos	
	El Ideal Gallego (1917), MD	Narciso Campillo	(p) 2.075
	La Voz de Galicia (1882), MD	Pedro de Llano	
Gerona (29,632)	†Los Sitios (1943), MD	José Aguarón del Hoyo	
Gijón (Oviedo) (101,515)	El Comercio (1876), MD	Alfredo García	(w) 0.50
Granada (128,323)	Ideal (1932), MD	Santiago Lozano	(p) 2,000
			(w) 0.50
	†Patria (1936), MED	Jose Maria Buguella	(p) 1,400
	Hoja Oficial del Lunes (1939), Mon.	Luis Vincente Prados	
Huelva (52,000)	†Odiel (1935), MD	Eduardo Molina	(w) .45 to .60
Huesca (17,500)	†Nueva Espana (1936)	Francisco Arias de Velasco	(l) .90
Ibiza (Balearic Islands) (8,500)	Diario de Ibiza (1897)	José Zorzosa	(p) 100.
Jaén (53,599)	†Jaén (1941), MD	Fausto Fernández	(p) 1,000
			(w) 0.50
Jerez de La Frontera (Cádiz) (85,000)	Ayer, MD	Alejandro Daroca de Val	(p) 2,150
Larache (Marruecos) (45,000)	Suspendido		
León (41,610)	El Diario de Leon (1906), ED	Filemon de la Cuesta	(p) 1,900
			(w) 0.40
	†Proa (1936), MD	Felix Morales	(w) .25
Lérida (41,395)	†LaMañana (1938), MD	Felix Morales	(p) 1,500.
			(l) 3.
	†Hoja Oficial del Lunes (1942), Mon.	Fulgencio Miñano	
Logroño (45,895)	Nueva Rioja (1938), MD	Antonio Loma	(l) 2.50
Lugo (40,258)	El Progreso, MD. (1906)	Purificación de Cora	(p) 5,000
			(l) 2.
Madrid (1,987,263)	"ABC" (1905), MD	Torcuato Luca de Tena	(p) 5,500
			(l) 2.00
			(w) 1.25
	†Arriba (1935), MD	Ismael Herraiz	(p) 4,000
			(mm) 2.0.
			(w) 1.00
	El Alcázar (1936), ED	Jose Molina	(p) 7,000
	Hoja Oficial del Lunes (1930), Mon.	Pedro Gómez Aparicio	(p) 13,500
	Informaciones (1922), ED	Antonio de Miguel	(p) 6,000
			(ip) 3,000
			(mm) 2. to 3.
	Madrid, ED (1939)	Juan Pujol Martinez	(p) 6,000
	†Marca (1942), MD	Nemesio Fernandez Cuesta	(p) 5,000
	†Pueblo (1940), ED	Manuel Pombo Angulo	(p) 5,000
	Ya (1935), MD	Aquilino Morcillo	(p) 14,000
			(w) 1.60
Mahón (Balearic Islands) (18,679)	†Menorca (1938), MD	Fernando Jansá	(p) 780.00
			(l) 1.50
Málaga (234,619)	Hoja del Lunes (1937), Mon	Angel Conejo	
	†Sur (1937), MD	Francisco M. Sanz	(l) 1.25
Melilla (Marruecos) (69,133)	El Telegrama del Rif (1902), MD	Manuel Galván	
Murcia (186,778)	La Verdad (1903), MD	José Ballester	(p) 2,000
	†Linea (1939), MD	José Sanchez Moreno	(p) 1,000
	Murcia (1943), Mon	Isidoro Martín	
Orense (27,412)	La Región (1910), MD	Ricardo Outeriño	(l) 1.00
Oviedo (78,236)	†La Nueva España (1936), MD	Francisco Arias	
	La Voz de Asturias (1923), MD	Roberto Velazquez Riera	(p) 8.25
			(l) 1.
Palencia (34,283)	Región (1923), MD	Ricardo Vázquez-Prada	(l) 1.50
	El Diario Palentino (1882), MD	José Alonso de Ojeda	(l) 0.75
Palma De Mallorca (Balearic Islands) (97,000)	†Baleares (1939), MD	Jorge Andreu Alcover	(p) 2,000
			(l) 1.35
	El Correo de Mallorca (1910) MD	(Suspended)	
			(mm) 0.60

Palma De Mallorca—Continued

	†Hoja del Lunes (1934), Mon	Antonio Sabater	
	La Almudaina (1885), MD	(Suspended)	
	La Ultima Hora (1893), ED	José Tous (hijo)	(p) 1,500
Palmas de Gran Canaria (Canary Islands) (78,264)	†Falange (1936), MD	Ignacio Quintana	
	La Provincia (1911), MED	Antonio de la Nuez	(cm) 3.00
Pamplona (62,391)	†Arriba Espana (1939), MD	Mariano Prado	(p) 1,500
			(l) 1.00
	Diario De Navarra (1903), MD	Raimundo García	
	Lunes (1936), Mon	Mariano Prado	
	El Pensamiento Navarro (1897), MD	Francisco López Sanz	
Salamanca (70,345)	El Adelanto (1883), MD	Luciano Sánchez Fraile	(l) 0.80
	La Gaceta Regional (1920), MD	Francisco Bravo Martinez	(l) 0.80 to 2.00
	Hoja del Lunes (1943), Mon	Antolín Martín	
San Sebastián (93,000)	El Diario Vasco (1909), MD	Juan Maria Pena	(p) 6,000
	Hoja del Lunes, Mon	Ignacio Maria Jaúregui	
	†La Voz de España (1936), MD	Jesús Revuelta Imaz	(ip) 800.00
	†Unidad (1936), ED	Jose Ramon Aparicio	
Santa Cruz de Tenerife (Canary Islands) (72,358)	El Dia (1939), MD	Agustin Santos	
	La Tarde (1927), ED	Jose Sanz Moliner	(p) 2,250
Santa Isabel (Fernando Po Island) (19,269)	†Ebano (1939), MD	Sebastian Llompart	
Santander (100,878)	†Alerta (1937), MD	Francisco de Cáceres	
	El Diario Montañés (1902), MD	Manuel González Hoyos	(l) 2.00 to 8.00*
	*Depends on position in paper.		
	Hoja del Lunes (1935)	Julio Jenaro Abin	
Santiago de Compostela (Coruña) (42,782)	El Correo Gallego (1878), MD	Jose Goni	
	La Noche, ED	Jose Goni	
Segovia (24,977)	El Adelantado de Segovia (1901) ED	Luis Cano Lozano	(p) 1,500
			(l) 0.60
			(w) 0.25
Sevilla (312,123)	ABC (1929), MD	Antonio Olmedo Delgado	(p) 1,600
	El Correo de Andalucía (1899), MD	José María Montoto	(p) 1,000
	Lunes (1934), Mon. Suplemento dominical	Ramón Resa	(lmm) 0.75
	†Sevilla (1942), ED	Javier Jiminez	(l) 1.75
Tánger (60,000)	España (1938), MD. Suplemento dominical	Juan Estelrich	(p) 3,750
			(w) 0.50
Tarragona (34,506)	†Diario Español (1939), MD	Domingo Mediardo	(p) 450.00
Tersel (16,172)	†Lucha, (1936), MD	José María López	*
Tetuán (Marruecos) (75,420)	Diario de Africa, (1945). MD	Jose Carrasco Tellez	(p) 2,500
Valencia (454,000)	Hoja del Lunes (1936), Mon	Martín Dominguez	
	†Jornada (1941), ED	Jose Barbera	(p) 2,400
	Las Provincias (1866), MD	Martín Dominguez	(p) 4,000
	†Levante (1939), MD	Jose Molina	
Valladolid (116,024)	Diario Regional (1908), MD	Manuel Santaella	(p) 3,000
			(w) .10
	El Norte de Castilla (1854), MD	Gabriel Herrero	(l) 1.00 to 3.00
	Hoja del Lunes, Mon	Narciso García	
	†Libertad (1931), MD	Alberto Crespo	(p) 2,000
			(l) 1.00
Vigo (140,000)	Faro de Vigo (1853), MD	Francisco Leal Insúa	(l) 2.00 to 5.00*
	*Depends on position in paper.		(p) 5,200
	†El Pueblo Gallego (1923), MD	José María Castroviejo	(p) 3,000
	Hoja del Lunes (1934), Mon	Blas Agra Mancebo	
Vitoria (49,752)	El Pensamiento Alavés (1932), ED	Bernardino Merino	
Zamora (32,626)	El Correo de Zamora (1897) ED	Nicolás Rodriguez	(l) 0.70
	†Imperio (1936), MD	Juan de Dios Ruiz	(p) 400.00
Zaragoza (238,626)	†Amanecer (1938), MD	(90)	(p) 4,000
			(l) 3.-
			(w) 0.50
	El Noticiero (1904), ED	Ramón Gelma	(l) 2.50
	Heraldo de Aragón (1895), MD	Antonio Bruned (94)	(l) 4.00
	Hoja del Lunes (1936), Mon	Emilio Alfaro	

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Alingsås (15,882)	Elfsborgs Läns Tidning & Alingsås Tidning	1892	MDexSun.	13,209	A. B. William Michelsens Boktryckeri, Alingsås	O. Michelsen	O. Michelsen	1⅜	22½	15	8	Liberal	0.30 mm.
Boden (11,652)	Norländska Socialdemokraten	1918	MDexSun.	30,357	Tryckeri A. B. Norrländska Socialdemokraten	Filip Persson	Arne Andersson	2¼	19⅝	13¾	12	Labor	0.30 mm.
Bollnäs (5,566)	Ljusnan	1912	MDexSun.	12,425	Tryckeri A. B. Ljusnan	Petrus Sköld	Alex Mattsson	1¼	21⅝	13⅜	10	Liberal	0.28 mm.
Borlänge (22,739)	Borlänge Tidning	....	MDexSun.	7,881	Dalarnes Tidings och Boktryckeri A. B.	Card Lidman	.....	....	....	....	.....	Neutral	0.32 mm.
Borås (59,676)	Borås Tidning	1826	MD	28,680	A. B. Borås Tidning	Ragnar Claeson	John Odhagen	1¾	19¼	13¼	14	Conservative	0.43 mm.
	Västgöta-Demokraten	1926	ED	17,505	Sjuhäradsbygdens Tryckeri A. B.	Johan Lundin	C. Johansson	1¼	19⅝	14¼	10	Labor	0.32 mm.
Eksjö (10,005)	Smålands-Tidningen	1899	MDexSun.	8,477	Smålands-Tidningens Tryckeri A. B.	Hj. Weiland	Elof Toft	1¾	18¼	14¼	12	Liberal	0.36 mm.
Eskilstuna (55,055)	Eskilstuna-Kuriren	1890	EDexSun.	18,842	Eskilstuna-Kurirens Tr. A. B.	R. Akerlund	R. Akerlund	1¼	19⅝	13¾	12	Liberal	0.35mm.
	Folket	1905	EDexSun.	22,372	Tidningen Folket A. B.	Joel Ljungquist	Göte Björnsson	1¼	19⅝	13¾	10	Labor	0.30 mm.
Falkenberg (9,811)	Falkenbergs Tidning	1874	MDexSun.	2,144	A. B. Falkenbergs Tidning	Carl-Rakil Eriksson	S. Christiansson	2¼	21⅝	16¼	8	Conservative	0.25 mm.
	Hallands Nyheter	1905	MDexSun.	14,702	Hallands Nyheters Tryckeri	Gust. Ad. Janson	Nils Bierke	1¼	19¼	13¾	9	Agrarian	0.25 mm.
Falköping (12,133)	Skaraborgaren	1926	MDexSun.	5,563	Aktiebolaget Skaraborgaren	Sven Brändh	Harry Fondin	2¼	19⅝	16¼	8	Labor	0.25 mm.
Falun (17,125)	Dala-Demokraten	1917	MDexSun.	22,044	A. B. Dala-Demokraten	Werner Westberg	Birger Eriksson	1¼	20¼	13¾	12	Labor	0.32 mm.
	Falu-Kuriren	1894	MDexSun.	22,116	Falu Kurirens A. B.	R. Bengtsson	Filip Johansson	1¼	20¼	14¼	10–12	Liberal	0.37 mm.
Gävle (47,722)	Arbetarbladet	1902	EdexSun.	24,421	A. B. Arbetarbladet	Anders Thunstedt	Henning Uggla	1¼	19⅝	14	10	Labor	0.28 mm.
	Gefle Dagblad	1895	MDexSun.	18,958	Gefle Dagblads A. B.	J. E. Moden	A. Mårtensson	1¼	19¼	14¼	10	Liberal	0.32 mm.
	Norrlands-Posten-Gefle-Posten	1837	MDexSun.	9,005	Gefleborgs Tryckeri A. B.	Helge Svensson	.....	....	....	....	.....	Conservative	0.28 mm.
Goteborg (363,027)	Arbetartidningen	1929	EDexSun.	10,934	Andelsforeningen Arbetartidn u.p.a.	Rune Graf	.....	1¾	21¼	15¾	10	Communist	0.28 mm.
	Göteborgs Handels-och (20) Sjofarts-Tidning (20)	1832	MDexSun.	43,310D 39,619Sat.	Göteborgs Handelstidnings A. B.	Knut Petersson	John Ramborgh	1¼	20¼	15¾	20–32D 26–40 Sat.	Liberal	0.35 mm.D 0.40 mm. Sat.
	Göteborgs Morgonposten	1896	MDexSun.	14,800	Tryckeri A. B. Otterhall	Douglas Anderson	.....	....	....	....	.....	Conservative	0.31 mm.D 0.33 mm. Sat.
	Göteborgs-Posten (6)	1859	MD	216,529D 178,900S	Göteborgs-Postens Nya A. B.	Harry Hjörne	Ebba Ijunggren	2	20	14	22	Liberal	$4.25
	Göteborgs-Tidningen (20)	1902	ED	37,460 122,600	Göteborgs Handelstidnings A. B.	J. E. Thorçn	Peter Jansson John Ramborgh	2 2	15¾ 20¼	10¼ 16¼	16–20D 16S 18–48S	Liberal	0.40 mm.D 0.51 mm.S
	Ny Tid	1892	MD	37,361	Tryckeri A. B. Framåt	Kurt Sehlstedt	Dake Persson	1¾	19¼	13¾	12–14	Labor	0.29 mm.D 0.43 mm.S
Halmstad (36,141)	Hallands Dagblad	1876	MDexSun.	13,214	Tidningen Halland A. B.	Eric Hägge	Y. Mattila	2¼	19⅝	14¼	10	Conservative	0.30 mm.
	Hallandsposten	1850	MDexSun.	24,144	Firma Joh. A. Svensson	Henrik F. Svensson	R. Svensson	1¾	20¼	13¾	12	Liberal	0.37 mm.
Hälsingborg (71,729)	Helsingborgs Dagblad	1884	MD	24,898	Helsingborgs Dagblad A. B.	Ove Sommelius	G. Sjögren	1¾	20	14¼	12–16	Conservative	0.40 mm.D 0.44 mm.S
	Kvällsyntt	1888	EDexSun.	8,579	Tryckeri & Tidnings A. B. Sodra Sverige	Erik Hagberg	Henry Nilsson	1¾	19⅝	13¼	8	Conservative	0.26 mm.
	Oresunds-Posten	1847	MDexSun.	9,677	Nordv. Skånes Tidningar	Thure Jansson	G. Holmberg	1¾	19⅝	13¾	12	Conservative	0.36 mm.
	Skånska Socialdemokraten	1907	ED	12,257	Tryckeri A. B. Demokraten	Wiking Thomasson	Nils Cavander	1¾	19⅝	14¼	12	Labor	0.27 mm.D 0.27 mm.S
Härnösand (15,589)	Västernorrlands Allehanda	1874	MDexSun.	13,893	Härnösands Boktryckeri A. B.	Sven Berg	.....	....	....	....	.....	Conservative	0.30 mm.

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Härs'eholm (11,283)	Hässleholms-Tidningen												
	Norra Skåne	1899	MDexSun.	14,286	Tidnings A. B. Norra Skåne	J. Karlgren	Gösta Nilsson	1⅞	20	13½	8	Agrarian	0.24 mm.
Höganäs (7,053)	Högnäs Tidning	1887	MDexSun.	3,544	Nordv. Skånes Tidningar	Thure Jansson	G. Holmberg	1¾	19¾	13¾	12	Conservative	0.36 mm.
Hörby (3,040)	Mellersta Skåne	1911	MDexSun.	6,793	A. B. Mellersta Skånes Tidningar	Ivar Säfstrand	W. Persson	1⅞	14¼	15¾	8	Liberal	0.26 mm.
Hudiksvall (10,075)	Hudiksvalls Nyheter	1882	MDexSun.	5,471	Hudiksvalls Nyheters A. B.	Tedde Wollter		1⅞	20½	13¾	8	Liberal	0.28 mm.
	Hudiksvalls-Tidningen	1909	MDexSun.	10,537	Hudiksvalls-Tidningens Tryckeri A. B.	Allon Ekvall						Agrarian	0.28 mm.
Jönköping (45,888)	Jönköpings-Posten	1864	EDexSun.	23,998	H. Halls Boktryckeri A. B.	Carl-Olof Hamrin	Nils Schön	1⅞	20	13¾	14	Liberal	0.36 mm.
	Smalands Allehanda	1879	MDexSun.	9,357	Jönköpings Tryckeri A. B.	Sven Tollin	Tage Norrman	2¼	19¾	16¼	10	Conservative	0.30 mm.
	Smålandsbygdens Tidning	1926	MDexSun.	6,132	Smålandsbygdens Tidning A. B.	Gunnar Bärring	Helge Söderström					Agrarian	0.30 mm.
	Smålands Folkblad	1901	EDexSun.	15,673	Tryckeri A. B. Småland	Ragnar Akerberg						Labor	0.30 mm.
Kalmar (27,852)	Kalmar Läns Tidning	1826	MDexSun.	6,346	Kalmar Tryckeri A. B.	Manfred Morhagen						Agrarian	0.32 mm.
	Kalmartidningen Barometern	1841	MDexSun.	24,461	Tidningen Barometerns A. B.	T. Forsberg	B. Kronberg					Conservative	0.38 mm.
	Ostra Småland	1928	MDexSun.	8,608	Tidningen Ostra Smålands A. B.	Bengt Tingsgård	John Henriksson	1¾	20¾	15¾	8	Labor	0.31 mm.
Karlshamn (10,909)	Karlshamns Allehanda	1848	MDexSun.	6,699	A. B. E. G. Johanssons Boktryckeri	Folke Bengtsson	J. Mårtensson	1⅞	20	15	8	Conservative	0.25 mm.D; 0.27 mm. Sat.
Karlskoga (32,427)	Karlskoga Tidning	1883	EDexSun.	10,250	Karlskoga Tidnings Tryckeri A. B.	E. Brandenfeldt	Miss S. Kruuse of Verchow	1⅞	19¾	14	10	Neutral	0.35 mm.
Karlskrona (33,293)	Blekinge Läns Tidning	1869	MDexSun.	22,326	A. B. Blekinge Läns Tidning	Emil Peterson	Arvid Peterson	1⅞	20	13¾	12	Liberal	0.26 mm.; 0.34 mm. Sat.
	Sydötsra Sveriges Dagblad	1903	MDexSun.	12,521	Sydöstra Sveriges Dagblad A. B.	Tore Lundqvist	Karl G. Linberg	1⅞	19¼	13¾	10	Labor	0.26 mm.D; 0.28 mm. Sat.
Karlstad (36,738)	Karlstads-Tidningen	1879	MDexSun.	7,065	Kalstads Tidningens A. B.	Nils Kindenberg						Liberal	0.30 mm.
	Nya Wermlands-Tidningen	1836	MDexSun.	46,460	Nya Wermlands-Tidningens A. B.	Gustaf Ander	Edv. Jarkholm	2⅛	19⅞	14¾	13-15	Conservative	0.50 mm.
	Värmlands Folkblad	1918	MDexSun.	21,295	Tr. A. B. Värmlands Folkblad	Alfons Gidlund						Labor	0.30 mm.
Katrineholm (15,064)	Katrineholms-Kuriren	1916	EDexSun.	10,740	Katrineholms-Kurirens Tryckeri A. B.	Erik Hellberg	Tore Johansson					Liberal	0.34 mm.
Kiruna (20,103)	Norrlandsfolket	1925	EDexSun.	3,237	Tryckeri A. B. Nordpolen	Edvin Lindstam	Kurt Karlsson	2½	20	14¼	6	Neutral	0.27 mm.
Klippan (4,967)	Klippans Tidning	1889	MDexSun.	4,277	Nordv. Skånes Tidningar	Thure Jansson	G. Holmberg	1⅞	19¾	13¾	12	Conservative	0.36 mm.
Kristianstad (24,375)	Kristianstads Läns-Demokraten	1932	DexSun.	7,264	A. B. Läns-Demokraten	Arthur Nilsson	Roland Johansson	1⅞	19¾	13¾	10-12	Labor	0.23 mm.
	Kristianstads Läns Tidning	1896	MDexSun.	4,300	Kristianstads Läns Tidnings A. B.	Gunnar Lind	Arne Hägendahl	2¼	21	15¾	10	Conservative	0.23 mm.
	Nyaste Kristianstadsbladet	1856	EDexSun.	20,586	Larsson och Olofsson	Anton Larsson	Anton Larsson	2¼	20½	15¾	10-12	Liberal	0.23 mm.
Laholm (3,188)	Laholms Tidning	1931	DNexSun.	3,548	Föreningen Laholms Tidning u.p.a.	J. B. Bengtsson	Axel Larsson	1⅞	20	14¼	8	Agrarian	0.23 mm.
Landskrona (25,630)	Landskrona-Posten	1896	MDexSun.	8,549	Landskrona Tryckeri A. B.	Arvid Friberg	Bengt Govçn	1⅞	18½	13¾	9	Conservative	0.30 mm.
Lindesberg (5,454)	Bergslagsposten	1892	MDexSun.	10,573	Bergslagspostens Tidnings & Boktryckeri C. Ljung & Co., Lindesberg	C. E. Ljung	L. Löfgren	1⅞	20⅜	14¼	10	Liberal	0.32 mm.
Linköping (57,508)	Ostgota Correspondenten	1838	MDexSun.	47,455	A. B. Ostgöta Correspondentens Boktryckeri	Eskil Ridderstad	Eskil Ridderstad	1⅞	18¾	13¾	16	Conservative	0.38 mm.D; 0.33 mm. Sat.
	Ostgöten	1872	EDexSun.	14,904	Tidnings A. B. Ostgöten	Rudolf Lindholm	Karl-Axel Kernell	1⅞	20	13¾	12	Labor	0.28 mm.D; 0.31 mm. Sat.
Luleå (25,821)	Norrbottens-Kuriren	1861	MDexSun.	17,236	Norrbottens Kuriren	Halvar Isakson	Bertil Landfors	1⅞	20⅞	16	12	Conservative	0.36 mm.
	Norrskensflamman	1906	MDexSun.	5,800	Tidningsföreningen Norrskensflamman u.p.a.	Helmar Holmberg						Communist	0.30 mm.
Lund (35,321)	Lunds Dagblad	1775	MDexSun.	3,600	Lunds Dagblads A. B.	Tage Ahlbom	Tage Bergqvist	1⅞	21¼	15¾	8	Liberal	0.26 mm.
Malmö (198,967)	Arbetet	1887	EDMSun.	47,269	Tryckeri A. B. Framtiden	Helmer Wikström	Borje Tengblad	1⅞	20	15½	12	Labor	0.38 mm.D; 0.45 mm.S
	Skånska Dagbladet (20)	1888	MND	45,105D; 40,500S	A. B. Skånska Dagbladet	H. C. F. Ljunggren	Alf Hoppeler	2	22⅞	16	14-16	Agrarian	0.38 mm.D; 10% incr. Sat. 0.45 mm.S
	Sydsvenska Dagbladet Snällposten (6)	1848	MD	71,676D; 122,700S	Sydsvenska Dagbladets A. B.	Gustaf Andrçn	Ewert Larson	2	22½	16	16	Conservative	$2.70D; $3.90S
	Kvällsposten	1948	ED	24,030D; 63,900S	Sydsvenska Dagbladets A. B.			2⅛	16	10½	16	Conservative	$1.30D; $1.60S
Nässjö (16,225)	Smålands Dagblad	1899	MDexSun.	6,200	Smålands Tidningens Tr. A. B.	Hj. Weiland						Liberal	0.30 mm.
Norrköping (87,527)	Norrköpings Tidningar	1758	EDexSun.	22,788	Norrköpings Tidningars A. B.	Albin Nylin	Olof Pettersson	1⅞	18¼	13¾	16	Conservative	0.29 mm.D; 0.36 mm. Sat.
	Ostergötlands Dagblad	1890	MDexSun.	20,464	Ostergötlands Dagblads A. B.	Christer Ridderstad	Lennart J. W. Söderström	1¾	19¾	13¾	14	Conservative	0.36 mm.
	Ostergötlands Folkblad	1905	EDexSun.	15,107	Tryckeri A. B. Norrköping	Arne Elmgren	Richard Winfield	1⅞	20	13¾	10, 5	Labor	0.29 mm.
Nyköping (21,212)	Södermanlands Nyheter	1893	EDexSun.	16,455	Gust. Osterbergs Tryckeri A. B.	Axel Osterberg	Karl M. Osterberg	1⅞	19¾	13¾	10	Liberal	0.30 mm.
Oskarshamm (11,212)	Oskarshamns-Tidningen	1881	MDexSun.	11,950	Nya A. B. Oskarshamns-Tidningen, Oskarshamn	U. Lindström	F. Rydçn	1⅞	20 13/16	14¼	10	Conservative	0.39 mm.
	Västerviks Demokraten	1943	MDexSun.	2,932	Nya A. B. Oskarshamns Nyheter	Bror Brändström		1⅞	20½	14¾	8	Labor	0.28 mm.
	Oskarshamns Nyheterna	1866	MDexSun.	4,063	Nya A. B. Oskarshamns Nyheter	Bror Brändström		1⅞	20½	14¾	8	Labor	0.28 mm.
Piteå (5,784)	Piteå Tidningen	1914	NDexSun.	8,653	Piteå Tidningens A. B.	Ruben Hedqvist	R. Hedqvist	1⅞	20	13¾	8	Labor	0.30 mm.
Sala (10,494)	Sala Allehanda	1879	NDexSun.	6,575	Agren Holmbergs Boktryckeri A. B.	Charles Söderström						Neutral	0.30 mm.
Skellefteå (19,723)	Norra Västerbotten	1910	NDexSun.	20,323	Skellefteå Tryckeri A. B.	Simon J. Enqvist	Ake Markström	1⅞	19¾	14	10	Liberal	0.35 mm.
	Skellefteå bladet	1887	MDexSun.	3,800	Skellefteå bladets Nya A. B.	Nils Ivar Roslund	Sune Danielsson	1⅞	20	13¾	8	Conservative	0.26 mm.
Stollefteå (9,584)	Nord Sverige	1919	MDexSun.	6,800	Tryckeri A. B. Nordsverige	Gustaf Andersson						Agrarian	0.28 mm.
	Nya Norrland	1907	MDexSun.	19,356	Tryckeri A. B. Nya Norrland	Folke Vägberg	Frank Ainell	1⅞	20¼	13¾	10	Labor	0.30 mm.
Stockholm (766,066)	Aftonbladet (6)	1830	ED	172,747D; 164,600S	Stockholm-Tidningens Tryckeri A. B.	Eric Carlsson	Ove Lind	2	17	12	18-20	Neutral	$4.85D; $4.85S
	Aftontidningen (10)	1942	ED	82,621D; 95,400S	Aftontidningens Förlags A. B.	Fritz Svanström	Gunnar Göthe	1⅞	13¾	10⅝	20	Labor	0.45 mm.D; 0.55 mm.S
	Arbetaren	1922	MDexSun.	14,100	Tryckeri A. B. Federativ	Albert Jensen	Ew. Jansson	2¼	21⅜	14	8	Syndicalist	0.30 mm.
	Dagen	1945	MDexSun.	21,057	A. B. Godvil	Karl G. Ottosson	Axel Blomgren	2¼	20	14	8-10	Neutral	0.35 mm.
	Dagens Nyheter (20)	1864	MD	265,467D; 325,300S	Dagens Nyheters A. B.	Helge Heilborn	Harry Bjurström	1 5/16	20½	15 11/16	20-30	Liberal	0.95 mm.D; 1.10 mm.S
	Expressen (20)	1944	ED	216,978D; 197,100S	A. B. Kvällstidn Expressen	Helge Heilborn	Erik Geijer; Harry Bjurström	1 13/16	15 11/16	9¾	20-24	Liberal	0.60 mm.D; 0.70 mm.S
	Morgon Tidningen	1885	MD	49,393D; 105,800S	Socialdemokratens A. B.	Gustaf Abard	Nils Castelius	1⅞	20½	13¾	16	Labor	0.55 mm.D; 0.72 mm.S
	Ny Dag	1930	MDexSun.	31,715	Tidningsföreningen Ny Dag u.p.a.	Bror Holmquist		1⅞	21¼	15¾	8	Communist	0.40 mm
	Stockholms-Tidningen (6)	1889	MD	179,101D; 220,400S	Stockholms Tidningens A. B.	Torsten Kreuger	Ake Fernquist	2	21½	16	22-24	Liberal	$4.65D; $5.30S
	Svenska Dagbladet (6)	1884	MD	100,380D; 103,700S	Svenska Dagbladets A. B.	Harry Grönfors	Helge Torçn	1⅞	23	16	20-22	Conservative	$4.85D; $5.65S
	Svenska Morgonbladet	1890	MDexSun.	17,353	Svenska Morgonbladet A. B.	John Lorentzi	J. A. Larsson	1⅞	19¾	13¾	12	Liberal	0.40 mm.
Sundsvall (26,570)	Nya Samhället	1900	MDexSun.	12,131	Tryckeriföreningen Nya Samhället	Tord Berggren	A. Sundström	1⅞	18¼	11¾	16	Labor	0.31 mm.
	Sundsvalls Posten	1859	EDexSun.	7,157	Boktrykeri A. B. i Sundsvall	Eric Sällvin	John Mattson	1⅞	19⅜	13¾	8-12	Conservative	0.31 mm.
	Sundsvalls Tidning	1841	MD	73,408D; 24,000S	Sundsvalls Tidnings A. B.	H. Berggren	B. Berg	1⅞	19⅜	13¾	12	Liberal	0.31 mm.D; 0.37 mm.S
Söderhamn (11,722)	Söderhamns Kuriren	1895	NDexSun.	6,960	A. B. Söderhamns Kurirens Tr.	Harold Olsson	Sture Sjöstrom	2¼	19⅜	13¾	9	Labor	0.28 mm.
	Söderhamns Tidning	1878	EDexSun.	4,100	Söderhamns Tidning A. B.	Hans Grandien	Hans Grandien	2¼	19⅜	13¾	10	Neutral	0.28 mm.
Tranås (14,043)	Tranås Tidning	1875	MDexSun.	2,705	Smålands Tidnings Tr. A. B.	Hj. Weiland	Verner Håkansson	1⅞	22½	14¼	12	Liberal	0.30 mm.
Trelleborg (17,494)	Trelleborgs Allehanda	1876	MDexSun.	8,201	Tryckeri A. B. Allehanda	R. Ohlsson	G. A. Zellinger	1⅞	22½	16¼	8	Liberal	0.22 mm.
	Trelleborgs-Tidningen	1897	MDexSun.	1,700	Trelleborgs-Tidningen	Gustag Palmquist						Conservative	0.22 mm.
Uddevalla (26,238)	Bohuslaningen	1878	MDexSun.	22,644	Bohusläningens A. B.	Stig. Holm	C-A Klingspor	1⅞	20	13⅜	11	Liberal	0.28 mm.D; 0.36 mm.S
	Kuriren	1901	MDexSun.	8,300	Nya Tryckeri A. B. Kuriren	Ivan Larsson	Arvid Klang	1⅞	17¾	14¾	8	Labor	0.28 mm.
Umeå (17,593)	Umebladet	1847	MDexSun.	2,400	Södra Västerbottens Tr. A. B.	Alfons Nordlander	Martin Carlsson	2¼	19¼	14¼	10	Conservative	0.30 mm.
	Västerbottens Folkblad	1917	MDexSun.	15,363	Tryckeri A. B. Västerbottens Folkblad	Nils Wallander	Bertil Kallin	1⅞	17¾	13⅜	12	Labor	0.30 mm.
	Västerbottens-Kuriren	1900	MDexSun.	28,457	Västerbottens-Kurirens A. B.	J. M. Backström	G. Collberg	1⅞	20	13¾	12	Liberal	0.35 mm.
Uppsala (65,929)	Tidningen Uppsala	1845	EDexSun.	3,000	Nya A. B. Tidningen Uppsala	Hans von Feilitzen	Holger Elkwall	2½	22	14¼	7½	Conservative	0.28 mm.
	Upsala Nya Tidning	1890	MDexSun.	28,269	Upsala Nya Tidnings Nya A. B.	Georg Forssner	Hugo Johansson	2¼	22¼	15¼	8-10	Liberal	0.32 mm.
Varberg (12,564)	Varbergsposten	1894	MDexSun.	3,803	Tidnings A. B. Varnergsposten	Harold Nordquist	Sven Ekstrom	2½	22	15¾	8	Liberal	0.25 mm.
Visby (14,963)	Gotlands Allehanda	1873	EDexSun.	7,889	Gotlands Allehandas Tr. A. B.	Malte Wiman	H. Wahlberg	2¼	19⅜	16	8-12	Conservative	0.25 mm.
	Gotlands Folkblad	1928	EDexSun.	5,881	Visby Tryckeri A. B.	Edvin Andersson	Evert Larsson	2¼	20½	14¼	8	Labor	0.23 mm.
	Gotlänningen	1884	EDexSun.	6,076	Gotlänningers Tryckeri A. B.	Martin Englund	E. Gadd	2¼	20	14¼	8	Agrarian	0.28 mm.
Västervik (16,158)	Västerviks-Tidningen Vimmerby Dagblad	1834	EDexSun.	10,152	A. B. C. O. Ekblad A Co.	Olle Hultgren	Tage Lund	1⅞	20	13¾	8-10	Conservative	0.35 mm.
Västerås (63,648)	Västmanlands Folkblad	1918	EDexSun.	12,459	Västmanlands Folkblad A. B.	Gösta Lundberg	Einar Jonsson	1⅞	19¾	13¾	9	Labor	0.28 mm.
	Vestmanlands Läns Tidning	1831	MDexSun.	33,144	Vestmanlands Läns Tidning A.B.	Mattias Pers	David Tallroth	1⅞	20½	14¼	12-14	Liberal	0.30 mm.
Ystad (13,177)	Aurora	1899	EDexSun.	4,900	Tryckeri A. B. Aurora	Per-Ivan Erixon	Stig Löfdahl	1⅞	19¾	13¾	8	Labor	0.27 mm.
	Södra Skåne	1947	MDexSun.	2,900	Ostra Skånes Tidnings-och Tryckeriförening u.p.a.	Julius Gottfries	Helge Duvander	1⅞	19¾	13¾	8	Agrarian	0.27 mm.
	Ystads Allehanda	1873	MDexSun.	20,708	Bjurströms Boktryckeri A.B.	Harald Bjurström	H. Magnusson	2¼	21¼	16¼	9	Liberal	0.35 mm.
Angelholm (10,637)	Engelholms Tidning	1867	MDexSun.	14,457		Thure Jansson	G. Holmberg	1⅞	19¾	13¾	12	Conservative	0.36 mm.

DAILY NEWSPAPERS OF EUROPE—Continued

SWEDEN—Continued

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Orebro (68,807)	Nerikes Allehanda Nerikes Tidningen	1843	MDexSun.	33,113	Länstidningens Tryckeri A. B. Orebro	Claes E. Ljung	Bernh. Boström	2 1/4	12 3/8	16	12–20	Liberal	0.38 mm.
	Orebro Dagblad	1900	MDexSun.	2,400	Nya A. B. Orebro Dagblad	Stig Netscher						Conservative	0.30 mm.
	Orebro Kuriren	1902	MDexSun.	17,706	Tryckeri A. B. Orebro Kuriren	K. B. Hargeson	Henry Allard	1 3/4	20	14 1/2	12	Labor	0.31 mm.
Ornskoldsvik (7,551)	Ornskoldsviks Allehanda	1894	MDexSun.	12,505	A. B. Allehanda	Erik Hallin	Sten E. Grundberg	1 3/4	22	14 3/4	8	Liberal	0.36 mm.
Ostersund (22,039)	Jamtlands Tidning	1845	MDexSun.	4,400	A. B. Jamtlands Tidning	Eric Andersson	C. D. Aslund	1 3/4	22 3/8	14	8	Liberal	0.28 mm.
	Länstidningen	1924	EDexSun.	11,213	A. B. Länstidningen Ostersund	Ragn. Hägerström	Paul Mohlander	1 3/4	19 3/8	15 3/4	9; 22	Labor	0.29 mm.
	Ostersunds Posten	1877	EDexSun.	26,756	Ostersunds Postens Tr. A. B.	E. Magnusson	Kurt Holmbäck	1 3/4	20	15 3/4	10–12	Conservative	0.32 mm.
Skara (8,520)	Skaraborgs Läns Tidning	1884	MDexSun.	16,079	Pettersonska Boktryckeriets 1 Eftr. Skara	E. Torgny	B. Unker	1 7/8	20 3/8	14 1/4	10–14	Liberal	0.32 mm.
Skövde (20,254)	Skaraborgs Läns Annonsblad	1883	MDexSun.	9,819	Isaksonska Boktryckeri, A. B., Skövde	H. Ahlberg	S. Danielzon	1 7/8	20 11/16	14 1/4	8	Neutral	0.27 mm.
Växjö (20,928)	Smålandsposten	1868	MD	32,566	Smålandsposten Boktryckeri A. B., Växjö	T. Göthe	F. Friberg	1 7/8	20 9/16	14 1/4	12–18	Conservative	0.34 mm.

SWITZERLAND

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Aarau (14,000)	Aargauer Tagblatt (Ger.)	1846	mdexSun.	11,000	Aarg. Tagblatt AG	A. Deppeler	(2)	1 3/8	18 1/8	11 3/8	8	Rad	0.16 mm.
	Freier Aargauer (Ger.)	1905	n.dexSun.	70,503	Druckereigenossenschaft Aarau	C. Egloff	C. Egloff	1 3/8	17 1/2	11 13/16	8	Social. Dem.	0.30 mm.
Arbon (9,000)	Oberthurgauer (Ger.)	1878	mdexSun.	3,100	A. Hug & Co.	P. H. Hug	(2)	1 1/8	16 15/16	11 1/8	6	Democrat	0.11 mm.
	Thurgauer Arbeiterzeitung (Ger.)	1912	dexSun.	4,716	Presse Union	W. Biefer	(3)	1 1/16	17 1/8	11 1/8	6	Labour	0.12 mm.
Baden (11,575)	Aargauer Volksblatt (Ger.)	1911	mdexSun.	6,280	Buchdruckerei AG	M. Gyr	(1)	1 5/16	17 5/8	11 3/4	8	Catholic	0.14 mm.
	Badener Tagblatt (Ger.)	1848	mdexSun.	9,523	E. & O. Wanner	E. & O. Wanner	(1)	1 1/4	17 3/4	11 3/4	6	Rad	0.14 mm.
Basle (200,000)	Arbeiter Zeitung (Ger.)	1922	n.dexSun.	6,012	Volksdruckerei	Aug. Stahel	J. Schwander	1 1/16	16 15/16	11 5/16	4	Social-Dem.	0.15 mm.
	Basler Nachrichten (Ger.)	1845	medexSun.	17,236	Basler Berichthaus	K. Sartorius	(1)	1 1/16	19 1/2	12 11/16	14	Lib. Dem.	0.45 mm.
	Baslerstab (Ger.)	1923	mdexSun.	71,140	National-Zeitung AG	K. Dettwyler	(1)	1 1/16	19 7/8	12 11/16	8	.....	0.19 mm.
	Basler Volksblatt (Ger.)	1873	mdexSun.	5,372	Cratander AG	P. Haubi	(1)	1 1/16	17 1/2	11 5/16	8	Catholic	0.20 mm.
	Vorwarts (Ger.)	1946	mdexSun.	12,000	Arbeiter-Partei	Märki & Co.	Märki & Co.	1 1/16	17 1/2	11 1/8	6	Communist	0.20 mm.
	National-Zeitung (Ger.) (28)	1842	medexSun.	43,298	National-Zeitung AG	E. Wegmann	(1)	1 1/16	19 7/8	12 11/16	18	Rad. Dem.	0.45 mm.
Bellinzona (12,100)	Il Dovere (Ital.)	1875	mdexSun.	9,364	A. Salvioni & Co.	A. Salvioni	(1)	1 3/8	17 1/2	11 7/8	8	Rad. Lib.	0.16 mm.
	Popolo e Liberta (Ital.)	1899	dexSun.	6,062	Grafica SA	P. Giardino	(3)	1 1/8	20 1/2	14 15/16	4	Catholic-Dem.	0.16 mm.
Berne (152,000)	Anzeiger für die Stadt Bern (Ger.)	1888	mdexSun.	55,000	Vereinsdruckerei		(1)	1 3/8	17 1/2	11 3/4	10	Official	0.35 mm.
	Berner Tagblatt (Ger.)	1888	md	32,621	Berner Tagblatt AG	O. Hausammann	(2)	1 1/8	17 1/2	11 1/2	10	Middle	0.22 mm.
	Berner Tagwacht (Ger.)	1894	ndexSun.	15,213	Unionsdruckerei	H. Knöpfel	F. Aeschlimann	1 1/8	17 1/2	11 5/8	8	Soc. Dem	0.18 mm.
	Der Bund (Ger.)	1849	medexSun.	31,100	F. Pochon-Jent	F. Pochon	(1)	1 1/8	17 1/2	12	10	Rad. Dem	0.30 mm.
	Neue Berner Nachrichten (Ger.)	1919	mdexSun.	625	Frb. Nachrichten	A. Rémy	F. Inglin	1 1/8	17 1/2	12 1/16	4	Catholic	0.12 mm.
	Neue Berner Zeitung (Ger.)	1919	mdexSun.	15,966	Verbandsdruckerei	F. Kauer	R. Heisig	1 1/8	17 1/2	11 7/16	8	General	0.20 mm.
	Schweiz. Handelsamtsblatt	1882	mdexSun.	12,800	Swiss Government	Official	(1)	1 7/16	15 1/2	9 1/2	12	Official	0.30 mm.
Bienne (52,180)	Bieler Tagblatt (Ger.)	1879	mdexSun.	14,069	Gassmann	Chs. Gassmann	(1)	1 1/8	18 1/8	11 15/16	8	Middle	0.16 mm.
	Express (Bieler Stadtanzeiger)	1889	edexSun.	6,877	Andres AG	B. Schmutz	(1)	1 1/8	19 1/8	12 1/2	8	General	0.28 mm.
	Journal du Jura (Fr.)	1863	mdexSun.	7,251	Gassmann	Chs. Gassmann	(1)	1 1/8	18 1/8	11 15/16	8	Middle	0.15 mm.
	Seeländer Bote (Ger.)	1897	mdexSun.	14,069	Gassmann	Chs. Gassmann	(1)	1 1/8	18 1/8	11 15/16	8	Middle	0.16 mm.
	Seeländer Volksstimme (Ger.)	1921	mdexSun.	6,500	Genossenschaftsdruckerei	W. Jeanneret	(3)	1 1/8	17 1/4	11 1/2	6	Soc. Dem.	0.18 mm.
Brugg (5,500)	Brugger Tagblatt (Ger.)	1900	mdexSun.	3,241	Effingerhof AG	Wächter	(2)	1 5/16	17 1/4	11 3/4	4	Rad	0.12 mm.
Burgdorf (12,250)	Burgdorfer Tagblatt (Ger.)	1830	edexSun.	2,114	F. Haller AG	F. Haller	(1)	1 5/16	17 1/2	11 5/16	4	Rad. Dem	0.145 mm.

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Svenska Dagbladet: Stockholm, Morning Daily. Reaches 88% of the industrial and commercial leaders throughout the country.

Stockholms-Tidningen: The leading Stockholm daily in 68 out of the 92 newspaper districts in Sweden—a total of 74%. Official medium for City and County Government.

Aftonbladet: Leading, high class, national evening paper. Stockholm's oldest. Circ. 172,747; Sunday 184,055.

Sydsvenska Dagbladet, Malmö: The leader in higher and medium income groups in important industrial and agricultural areas in Southern Sweden.

Kvällsposten, Malmö: Leading evening paper in Southern Sweden. The only **Sunday evening** paper. 24,699 (W), 67,572 (S).

Norway

Aftenposten, Olso: Largest Norwegian daily newspaper. More than twice the circulation of nearest competitor.

Ukens Nytt: Provincial edition of Aftenposten. Tues-Thurs-and Saturday. 24,365.

Bergens Tidende: Second largest medium in Norway, 46,787 (D), 49,041 (Saturday).

Adresseavisen, Trondheim: Norway's oldest daily newspaper. Leading throughout the middle and north of Norway.

Stavanger Aftenblad: The leading Stavanger daily newspaper—32,802 circ.

Denmark

Berlingske Tidende, Copenhagen: Oldest and leading daily newspaper in Denmark. Leads all other Danish newspapers in weekday circulation.

Finland

Uusi Suomi, Helsinki: The leading daily, national newspaper. Circ. 90,712 (W), 95,529 (S).

Leading weekly magazines: Sweden—Hemmets Journal, Fick Journalen.
Denmark—Hjemmet, Alt for Damerne, Uge-Revyen.
Norway—Hjemmet, Alt for Damene.
Finland—Kotiliesi, Seura

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Sundays, 343,660—Weekdays, 293,432

By **FAR** the largest newspaper in Sweden—
1—Its Stockholm and suburbs circulation is greater than the combined Stockholm circulation of the next three morning newspapers. Its national circulation provides widest coverage of Sweden.
2—DN reaches more people with higher incomes.
3—DN carries **MORE ADVERTISING** than any other Swedish newspaper.
4—DN's cost per M. circulation is lower than that of its nearest competitors.

EXPRESSEN Stockholm—Evening Daily.
Sundays, 263,814—Weekdays, 245,402

Stockholm's **"HOME"** newspaper. Circulation more than DOUBLED in 5 years. LARGEST evening newspaper in Sweden.

AHLEN & AKERLUNDS FORLAG Stockholm—
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HUSMODERN—DAMERNAS VARLD—BILDJOURNALEN—ALLT—SE—LEVANDE LIVET—VECKO-REVYN—HELA VARLDEN—ARET RUNT-VART HEM—VECKO-JOURNALEN—ALL VARLDENS BERRATTARE; HAVING A COMBINED CIRCULATION of well over 2,000,000 COPIES. Also: BONNIERS MANADSTIDNING—EVA—TEKNIKEN'S VARLD (Incorporates FLYG)—NUTID

DENMARK

POLITIKEN Copenhagen—Morning Daily.
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Denmark's **leading** newspaper, carrying more **DISPLAY** advertising than any other Danish newspaper.

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Denmark's **largest** evening newspaper with a daily circulation of 88,725

ERHVERVSLIV Copenhagen—Leading monthly Trade Journal with a circulation of over 6,000, reaching all industries in Denmark.

NORWAY

MORGENPOSTEN Oslo—Morning Daily.

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DAILY NEWSPAPERS OF EUROPE Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Chaux-de-Fonds (34,000)	L'Effort (Fr.)	1922	mdexSun.	2,500	La Fusion S. C.	Les Amis de l'Effort	M. Bosch	1 3/8	18 9/16	12 3/8	4	General	0.20.5 mm.
	L'Impartial (Fr.)	1880	mdexSun.	20,243	Courvoisier S. A.	G. Essig	(3)	1 9/16	17 3/4	12 3/8	12	Middle	0.21 mm.
	La Sentinelle (Fr.)	1889	mdexSun.	4,039	Imprimerie Coopérative	E. P. Graber	A. Dubois	1 1/8	17 3/4	11 1/2	8	Labor	0.21.5 mm.
Chur (20,000)	Bündner Tagblatt (Ger.)	1852	mdexSun.	3,489	Bündner Tagblatt AG	Dr. Fischer	H. Huber	1 9/16	17 1/4	11 1/2	10	Catholic	0.14 mm.
	Der Freie Rätier (Ger.)	1867	mdexSun.	4,030	Paul Bärtsch	P. Bärtsch	E. Gantenbein	1 1/8	17 1/2	11 1/2	6	Rad	0.14 mm.
	Neue Bündner Zeitung (Ger.)	1878	mdexSun.	15,342	Sprecher, Eggerling & Co.	Gasser-Flor	(1)	1 1/8	17 1/2	11 3/8	8	Rad. Dem	0.15 mm.
Delémont (8,000)	LeDémocrate (Fr.)	1,878	mdexSun.	7,498	Democrate SA	A. Schnetz	(1)	1 3/8	17 1/4	11 5/16	8	Rad. Dem.	0.15 mm.
Davos (10.330)	Davoser Zeitung (Ger.)	1879	mdexSun.	1,621	Buchdruckerei Davos AG	Gmünder	(2)	1 3/8	18 1/2	11 7/8	8	Middle	0.14 mm.
Dielsdorf (1,130)	Der Zurichbieter	1948	mexSun.	8,103	H. Akeret's Erben	H. Eckinger	(2)	1 3/8	17 1/2	11 1/8	8	Rad. Dem.	0.14 mm.
Einsiedeln (8,420)	Schwyzer Nachrichten (Ger.)	1945	mdexSun.	3,000	Börsigi's Erben AG	J. Kaehlin	(3)	1 3/4	17 1/8	11	4	Catholic	0.11 mm.
Flawil (6,600)	Gossauer Zeitung (Ger.)	1926	mdexSun.	500	Buchdr. Flawil AG	A. Zünd		1 1/16	17 1/8	11 1/2	4	Rad. Dem.	0.10 mm.
	Der Volksfreund (Ger.)	1878	mdexSun.	1,697	Buchdr. Flawil AG	A. Zünd		1 7/16	17 1/8	11 1/2	4	Rad. Dem.	0.10 mm.
Fleurier (3,600)	Courrier du Val de Travers (Fr.)	1854	mdexSun.	3,600	Montandon & Cie	M. Montandon	(1)	1 9/16	17 1/4	12 3/16	4	General	0.13 mm.
Frauenreld (11,120)	Thurgauer Volkszeitung (Ger.)	1844	mdexSun.	4,344	Vereiusbuchdruckerei	F. Brändle	(2)	1 1/8	15 5/16	10 1/2	6	Catholic	0.13 mm.
	Thurgauer Zeitung (Ger.)	1798	mdexSun.	15,559	Huber & Co.	H. Huber	(1)	1 9/16	18 1/4	12 1/2	6	Rad. Dem.	0.17 mm.
Fribourg (29,000)	Freiburger Nachrichten (Ger.)	1863	mdexSun.	6,460	Freiburger Nachrichten AG	A. Rémy	F. Inglin	1 3/8	17 1/2	12 1/2	4	Catholic	0.12 mm.
	La Liberté (Fr.)	1870	mdexSun.	15,778	Imprimerie St. Paul	L. Grillet	(1)	1 1/8	17 1/4	12 1/2	10	Catholic	0.15 mm.
Genève (150,000)	Courrier de Genéve (Fr.)	1868	mdexSun.	11,154	Courrier de Genéve	A. Trachsel	(2)	1 3/8	16 15/16	11 1/4	8	Catholic	0.21 mm.
	Journal de Genéve (Fr.) (28)	1826	mdexSun.	10,224	Journal de Genéve SA	O. Reverdin	(3)	1 1/8	17 1/2	12	8	Lib	0.30 mm.
	La Suisse (Fr.)	1898	md	34,218	Sonor SA	A. Nicole	(1)	1 1/4	16 1/2	11	8	General	0.24 mm.
	La Tribune de Geneve (Fr.)	1879	edexSun.	50,824	Tribune de Geneve SA	E. Junod	(1)	1 1/4	21 1/2	15 1/2	18	General	0.40 mm.
	La Voix ouviére (Fr.)	1945	ndexSun.	8,000	La Voix ouviére SA	L. Nicole	H. Nicole	1 1/8	17 1/2	11 1/2	6	Communist	0.22 mm.
	Le Peuple (Fr.)	1939	mdexSun.	6,000	Socialist Party Impr. Coop.	E. Graber	C. Pipy. O. Hegger	1	18 1/32	12 1/2	4	Labor	0.15 mm.
Glarus (5,750)	Glarner Nachrichten (Ger.)	1874	mdexSun.	9,062	Tschudi & Co.	D. Tschudi	(1)	1 3/4	17 1/8	11 3/4	8	Democrat	0.14 mm.
	Neue Glarner Zeitung (Ger.)	1856	mdexSun.	2,023	O. Bartel-Hefti	O. Bartel-Hefti	(1)	1 3/4	18 1/32	12 7/8	4	Rad	0.115 mm.
Gossau (8,300)	Der Fürstenländer (Ger.)	1876	mdexSun.	4,060	Cavelti & Co.	U. Cavelti	(1)	1 3/8	17 1/2	11 3/4	6	Catholic	0.12 mm.
Granges (14,400)	Grenchener Tagblatt (Ger.)	1889	mdexSun.	2,100	A. Niederhäuser	J. Welti	(1)	1 1/16	17 1/2	11 3/4	4	Rad. Dem.	0.11 mm.
Herisau (13,400)	Appenzeller Zeitung (Ger.)	1828	mdexSun.	9,391	Schläpfer & Co.	O. Schläpfer	(1)	1 1/2	17 1/2	12 1/2	6	Rad. Dem.	0.14 mm.
Langenthal (9,000)	Langenthaler Tagblatt (Ger.)	1858	mdexSun.	2,760	Merkur AG	A. Kläsi	(2)	1 3/8	17 1/4	11 1/4	4	Rad	0.13 mm.
Langnau (9,108)	Emmenthaler-Blatt (Ger.)	1844	3W	31,652	Emmenthaler Blatt AG	H. Pletscher	H. Pletscher	1 1/4	17 1/2	11 15/16	20	General	0.30 mm.
Lausanne (112,000)	Feuille d'Avis de Lausanne (Fr.)	1762	nedexSun.	75,093	Imprimeries Réunies S.A	O. Treyvaud	(1)	1 5/16	17 1/4	11 1/4	20	General	0.23 mm.
	La Gazette de Lausanne (Fr.)	1798	mdexSun.	17,374	Imprimerie Centrale S.A.	P. Béguin	(1)	1 1/32	22 1/4	15 15/16	8	Lib. Dem.	0.22 mm.
	La Nouvelle Revue de Lausanne (Fr.)	1868	mdexSun.	10,009	Imprimerie Vaudoise S.A.	M. Jaccard	(2)	1 1/8	16 15/32	12 3/16	10	Rad. Dem.	0.17 mm.
	La Tribune de Lausanne (Fr.)	1892	md	25,928	Imprimeries Reunies S.A.	Peillex	(1)	1 1/32	17 1/4	11 1/32	8	General	0.19 mm.
Le Locle (12,000)	Feuille d'Avis des Montagnes (Fr.)	1806	mdexSun.	5,147	Glauser Oderbolz.	S. Glauser	S. Glauser	1 1/8	19 1/4	12 1/2	6	General	0.17 mm.
Liestal (8,500)	Basellandschaftliche Zeitung (Ger.)	1832	dexSun.	7,391	Ludin AG	K. Ludin	(2)	1 1/2	18 1/32	12 1/2	6	Rad. Dem.	0.14 mm.
	Landschäftler, Tagblatt der Landschaft Basel (Ger.)	1832	mdexSun.	3,913	Landschäftler AG	P. von Wartburg	(4)	1 3/8	17 1/8	12	8	Lib.	0.14 mm.
Lucerne (62,600)	Freie Innerschweiz (Ger.)	1895	mdexSun.	7,000	Unionsdruckerei, Lucerne	A. Weibel	A. Weibel	1 1/16	16 15/16	11 1/2	6	Soc. Dem.	0.16 mm.
	Luzerner Neueste Nachrichten (Ger.)	1897	mdexSun.	34,332	C. J. Bucher AG	C. J. Bucher	O. Koch	1 1/16	17 1/4	11 1/2	12	Indep.	0.22 mm.
	Luzerner Tagblatt (Ger.)	1851	mdexSun.	20,134	Keller & Co. AG	H. Bachmann	(1)	1 1/16	17 1/4	11 1/2	10	Rad. Dem.	0.20 mm.
	Vaterland (Ger.)	1833	mdexSun.	25,013	Räber Co.	F. Zust	(1)	1 1/16	17 1/4	11 1/2	10	Cons. Cath.	0.20 mm.
Lugano (18,200)	Corriere del Ticino (Ital.)	1890	mdexSun.	9,484	Corriere del Ticino	V. Frigerio	(1)	1 1/2	20 1/2	15 1/8	4	General	0.16 mm.
	Gazetta Ticinese (Ital.)	1800	mdexSun.	1,359	Gazetta Ticinese	R. Fedele	E. Ronchetti	1 1/2	20 1/2	15 1/8	4	Lib. Rad.	0.14 mm.

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Société Anonyme de Publicité

Foreign Department

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Lausanne, Switzerland

HEAD OFFICE: 3 Ave. BENJ. CONSTANT

DAILY NEWSPAPERS OF EUROPE—Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Lugano (Continued)	Giornale del Popolo (Ital.)	1926	mdexSun.	10,290	Administrazione apostolica	D. Leber	(1)	1 3/8	20 5/8	14 1/4	4	Catholic	0.16 mm.
	Libera Stampa (Ital.)	1920	mdexSun.	3,977	La Commerciale	H. Barara	A. Guidici	1 3/8	17 1/8	12	6	Soc. Dem.	0.15 mm.
Montreux (17,600)	Journal de Montreux (Fr.)	1867	ndexSun.	4,071	Impr. Corbaz	Ch. Corbaz	(2)	1 1/4	17 1/4	11 1/4	6	General	0.14 mm.
Moutier (5,900)	La Tribune Jurassienne (Fr.)	1892	mdexSun.	1,868	Robert SA	Robert Frères	(1)	1 1/2	16 13/16	11 1/4	4	General	0.12 mm.
Münsingen (5,200)	Emmenthaler Nachrichten (Ger.)	1885	3W	31,073	B. Fischer AG	P. Fischer	P. Fischer	1 1/2	17 3/8	11 1/2	16	General	0.29 mm.
Näfels (3,350)	Glarner Volksblatt (Ger.)	1894	ndexSun.	2,185	Glarner Volksblatt	A. Recklin	(1)	1 13/16	17 1/4	11 1/4	4	Catholic	0.12 mm.
Neuchâtel (28,000)	L'Express (Fr.)	1890	edexSun.	10,568	Impr. Centrale, Niel.	M. Wolfrath	(1)	1 7/16	19 7/8	14 3/16	6	General	0.16 mm.
	Feuille d'Avis de Neuchâtel (Fr.)	1738	mdexSun.	20,575	Feuille d'Avis SA	M. Wolfrath	(3)	1 5/16	19 1/2	13 1/2	8	General	0.21 mm.
	La Suisse Libérale (Fr.)	1864	mdexSun.	1,000	La Fusion SA	S. de Coulon	(1)	1 1/8	18 1/16	12 1/2	4	Lib.	0.20 mm.
Olten (16,950)	Das Volk (Ger.)	1905	mdexSun.	6,345	Genossenschaftsdruckerei	O. Bär	(1)	1 1/2	17 3/8	11 15/16	6	Soc. Dem.	0.12 mm.
	Der Morgen (Ger.)	1896	mdexSun.	5,195	O. Walter AG	K. Engholm	(1)	1 1/2	17 1/2	11 1/4	8	Catholic	0.12 mm.
	Oltner Tagblatt (Ger.)	1878	mdexSun.	4,159	Dietschi & Co.	O. Kaiser	(1)	1 1/2	17 7/16	12 1/4	6	Rad. Dem.	0.12 mm.
Porrentruy (6,500)	Le Pays (Fr.)	1873	mdexSun.	5,234	Bonne Presse SA	H. Schaller	(1)	1 5/16	20 1/16	13 1/2	4	Catholic	0.12 mm.
Romanshorn (6,650)	Schweiz. Bodensee-Zeitung (Ger.)	1849	mdexSun.	2,914	Bodensee-Zeitung AG	J. Weideli	(1)	1 1/16	18 1/16	12 1/2	4	Rad. Dem.	0.11 mm.
Rorschach (11,300)	Ostschweizerisches Tagblatt (Ger.)	1845	mdexSun.	4,935	E. Loepfe-Benz	E. Loepfe-Benz	Geiselhart	1 1/2	17 3/8	11 15/16	4	Rad. Dem.	0.11 mm.
	Rorschacher Zeitung (Ger.)	1899	mdexSun.	2,589	Cavelti & Co.	H. Cavelti	(1)	1 1/2	17 1/2	12 1/16	4	Catholic	0.11 mm.
St. Gall (71,350)	Die Ostschweiz (Ger.)	1874	medexSun.	8,569	Ostschweiz AG	E. Beck	A. Bossart	1 1/2	17 1/2	11 1/2	10	Catholic	0.15 mm.
	St. Galler Tagblatt (Ger.)	1838	medexSun.	19,000	Zollikofer & Co.	H. Zollikofer	(1)	1 1/2	17 3/8	12 1/2	8	Rad. Dem.	0.16 mm.
	Volksstimme (Ger.)	1938	mdexSun.	5,215	Volksstimme AG	R. Pugneth	W. Lötscher	1 1/2	17 3/8	12 1/2	6	Soc. Dem.	0.13 mm.
St. Imier (6,350)	Le Jura Bernois (Fr.)	1862	mdexSun.	1,442	E. Grossniklaus	E. Grossniklaus	(1)	1 15/16	17 1/4	11 7/8	4	General	0.13 mm.
St. Maurice (2,800)	Nouvelliste Valaisan (Fr.)	1902	mdexSun.	6,585	Imprimerie Rhodanique	C. Haegler	(1)	1 1/4	17 1/4	11 1/2	6	Catholic	0.14 mm.
Schaffhausen (26,000)	Arbeiter Zeitung (Ger.)	1918	mdexSun.	4,852	Unionsdruckerei	H. Huber	(3)	1 7/16	17 1/16	12 1/4	6	Soc. Labor.	0.16 mm.
	Schaffhauser Nachrichten (Ger.)	1861	mdexSun.	12,152	Meier & Co.	A. Meyer	Schaffhauser Nachrichten	1 1/2	16 11/16	12	10	Rad. Dem.	0.17 mm.
	Schaffhauser Zeitung (Ger.)	1903	mdexSun.	1,554	Bolli & Böcherer AG	A. Busslinger	(2)	1 1/2	17 3/8	11 1/2	8	Catholic	0.11 mm.
	Schaffhauser Bauer (Ger.)	1909	mdexSun.	2,500	Joos-Scherrer & Co.	K. Augustin	(3)	1 1/2	18	12	6	Agric.	0.14 mm.
Soleure (16,000)	Solothurner Anzeiger (Ger.)	1872	mdexSun.	5,600	Union AG	J. Hasler	(2)	1 5/16	17 3/8	11 5/16	8	Catholic	0.14 mm.
	Solothurner Zeitung (Ger.)	1907	mdexSun.	19,466	Vogt & Schild AG	H. Vogt	(1)	1 5/16	19 1/2	12 1/2	8	Rad. Dem.	0.19 mm.
Stäfa (5,300)	Zürichsee-Zeitung (Ger.)	1845	mdexSun.	10,777	Buchdruckerei Stäfa AG	T. Gut	(1)	1 5/16	17 3/8	11 1/2	6	Rad.	0.135 mm
Thoune (24,150)	Oberländer Tagblatt (Ger.)	1876	mdexSun.	7,384	Adolf Schär	A. Schär	C. Dätwyler	1 1/2	17 1/4	11 7/8	8	Rad. Dem.	0.21 mm.
Uster (12,350)	Anzeiger von Uster (Ger.)	1846	mdexSun.	5,374	E. Weilenmann	E. Weilenmann	(3)	1 1/2	17 7/8	11 3/4	8	Lib. Dem.	0.14 mm.
Vevey (14,300)	Feuille d'Avis de Vevey (Fr.)	1846	mdexSun.	6,446	Klausfelder SA	E. Gétaz	(1)	1 1/2	17 1/4	11 3/4	6	General	0.14 mm.
Wädenswil (10,150)	Allgemeiner Anzeiger vom Zürichsee (Ger.)	1842	mdexSun.	4,113	Jacob Baumann	J. Baumann	J. Baumann	1 7/8	17 3/8	11 1/2	4	Rad. Dem.	0.10 mm.
Weinfelden (5,800)	Thurgauer Tagblatt (Ger.)	1829	mdexSun.	3,983	W. Schläpfer	W. Schläpfer	Leutenegger	1 1/2	18 1/16	12	8	General	0.17 mm.
Wetzikon (8,000)	Der Freisinnige (Ger.)	1852	mdexSun.	9,372	Der Freisinnige	G. Bachmann	(2)	1 1/2	17 3/8	11 15/16	12	Rad. Dem.	0.14 mm.
Wil (8,600)	Wiler Bote (Ger.)	1871	mdexSun.	2,247	Vereinbuchdruckerei Frauenfeld	W. Klinger	(2)	1 1/2	16 5/16	11	6	Catholic	0.13 mm.
Winterthur (69,750)	Arbeiter-Zeitung (Ger.)	1896	mdexSun.	4,962	Genossenschaftsdruckerei, Zurich	E. Högger	E. Högger	1 1/2	17 3/8	11 1/2	8	Soc. Dem.	0.14.5 mm.
	Hochwacht (Ger.)	1922	mdexSun.	5,392	Concordia	C. Müller	H. Vögeli	1 9/16	17 3/8	11 9/16	4	Catholic Soc.	0.16 mm.
	Der Landbote (Ger.)	1836	mdexSun.n	16,991	Ziegler & Co.	W. Schurter	(2)	1 9/16	17 1/2	11 1/2	6	Dem.	0.17 mm.
	Neues Winterthurer Tagblatt (Ger.)	1878	mdexSun.	2,000	Buchdruckerei AG	E. Fischer	(1)	1 1/2	18 1/8	12 1/2	8	Rad. Dem.	0.17 mm.
Yverdon (13,350)	Journal d'Yverdon (Fr.)	1773	mdexSun.	6,193	Journal d'Yverdon	J. Anex	(1)	1 1/2	16 15/16	11 15/16	8	Lib	0.11 mm.
Zofingue (7,400)	Zofinger Tagblatt (Ger.)	1872	mdexSun.	9,405	Zofinger Tagblatt	A. Groh	H. Hochuli	1 1/2	17 3/8	11 15/16	8	Rad. Dem.	0.15 mm.
Zurich (410,000)	Die Arbeit (Ger.)	1920	mdexSun.	3,500	Genossenschaftsdruckerei, Zurich	R. Stöckler	Weber	1 5/16	16 15/16	11 1/2	12	Soc. Dem.	0.15 mm.
	Neue Zürcher Nachrichten (Ger.)	1895	mdexSun.	13,191	H. Börsigs Erben AG	G. Bucher	(2)	1 9/16	17 1/4	11 1/2	10	Catholic	0.15 mm.
	Neue Züercher Zeitung (Ger.) (6)	1779	md	69,750	Neue Züercher Zeitung	O. Sidler	H. Boeschenstein	1 5/16	17 1/4	11 1/4	16	Rad. Lib.	US $2.70 in.
	Tagblatt der Stadt Zurich (Ger.)	1837	mdexSun.	88,946	Berichthaus	P. & H. Römer	P. & H. Römer	1 1/4	18 1/8	12 7/16	20	Official	0.31 mm.
	Tagesanzeiger (Ger.)	1893	mdexSun.	736,982	Tagesanzeiger AG	H. Hintermeister	Grob	1 5/16	16 15/16	11 1/2	24	Middle	0.385 mm.
	Die Tat (Ger.)	1935	md	31,360	Genossenschaft zur Limmat	W. Aerni	Zundel	1 5/16	17 1/16	11 1/2	12	General	0.30 mm.
	Volksrecht (Ger.)	1897	mdexSun.	15,444	Genossenschaftsdruckerei Zurich	R. Stöckler	R. Stöckler	1 1/16	17 1/8	11 1/2	8	Soc. Dem.	0.33 mm.

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LONDON MIAMI BUENOS AIRES MEXICO CITY

DAILY NEWSPAPERS OF EUROPE—Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Zurich-Altstetten (9,000)	Limmattaler Tagblatt (Ger.)	1890	mdexSun.	3,866	H. Schraner	H. Schraner	(3)	1⅛	16 15/16	11½	12	Rad. Dem.	0.12 mm.

These keys indicate firms who are exclusive advertising agents:
(1)—Publicitas SA. (2)—Orell Füssli-Annonces SA. (3)—Annonces Suisses SA. (4)—Annonces Mosse SA. (6)—Joshua B. Powers, Inc.
*An additional newsprint surcharge amounting to 3% to 4% of the gross is charged by most Swiss newspapers. This additional charge is not subject to series discount or commission.
NOTE: Full particulars on the Swiss Press can be obtained through Publicitas, Foreign Dept., 3 Avenue Benjamin Constant, Lausanne, Switzerland.

YUGOSLAVIA

City	Publication	Established	Circulation	Issued	Language	Publisher and Affiliation	Editor	Manager
Belgrade	Borba (Fight)	1922	300,000	MDexFri.	Serb	Socialistic Union of the Working People of Yugoslavia	Miroslav Vitorovic	Vlajko Begovic
	Politika (Politics)	1904	230,000	MDexTue.	Serb	Socialistic Union of the Working People of Serbia	Puric Danilo	Ribnikar Vladislav
	Vecernje novasti (Evening News)	1953	20,000	EDexSun.	Serb	Socialistic Union of the Working People of Yugoslavia	Glumac Slobodan	Vlajko Begovic
	Sport (Sport)	.....	.....	3 times a week	Serb	Union of Sports	Kanetanovic Nikola	.....
Zagreb	Borba (Fight)	1922	.....	MDexFri.	Croat	Socialistic Union of the Working People of Yugoslavia	Miroslav Vitorovic	Vlajko Begovic
	Narodni List (People's Paper)	1945	25,000	EDexMon.	Croat	Socialistic Union of the Working People of Zagreb	Editorial Committee	Despot Milan
	Vjesnik (News)	1941	60,000	MDexWed.	Croat	Socialistic Union of the Working People of Croatia	Palavrsic Joako	Kladarin Duro
Ljubljana	Borba - Ljudska pravica (Fight - People's justice)	1953	25,000	MDexFri.	Slovenic	Socialistic Union of the Working People of Yugoslavia	Miroslav Vitorovic	Vlajko Begovic
	Ljubljanski dnevnik (Daily paper of Ljubljana)	1951	18,000	MDexSun.	Slovenic	Socialistic Union of the Working People of Ljubljana	Sinkovec Ivan	Modic Leo
	Slovenski porocevalec (Slovenic informant)	1938	65,000	MDexFri.	Slovenic	Socialistic Union of the Working People of Slovenia	Vosnjak Sergej	Janhuba Rudi
Sarajevo	Oslobodjenje (Liberation)	1943	28,000	MD	Serb	Socialistic Union of the Working People of Bosnia and Hercegovina	Gajic Milorad	Radovan Papic
Skoplje	Nova Makedonija (New Macedonia)	1944	17,500	MD	Macedonian	Socialistic Union of the Working People of Macedonia	Biro Miljovski	Laslo Mojsov
Novi Sad	Magyar Szo (Hungarian Word)	1944	28,500	MDexWed.	Hungarian	Socialistic Union of the Working People of Vojvodina	Rehak Laszlo	Rehak Laszlo
	Dnevnik (Daily Paper)	1942	7,000	MDexWed.	Serb	Socialistic Union of the Working People of Vojvodina	Stankov Petar	Radomir Radujkov
Osijek	Glas Slavonije (Voice of Slavonia)	1943	8,000	MDexThur.	Croat	Socialistic Union of the Working People of Croatia for Slavonia	Gumhalter Mira	Gumhalter Mira
Split	Slobodna Dalmacija (Free Dalmatia)	1943	8,500	MDexSun.	Croat	Socialistic Union of the Working People of Croatia for Dalmatia	Persen Mirko	Kuzmic Jakov
Fiume	La Voce del Popolo (The voice of the people)	1944	4,500	MDexMon.	Italian	Socialistic Union of the Working People of Fiume region	Michelazzi Luciano	Franchi Erio
	Rijecki list (Daily paper of Fiume)	1947	8,000	EDexMon.	Croat	Socialistic Union of the Working People of Fiume region	Oluic Vlado	Cop Miroslav
Maribor	Vecer (Night)	1946	19,000	EDexSun	Slovenic	Liberation Front of Maribor region	Vresnik Drago	Zakonjsek Rado

DAILY NEWSPAPERS OF AFRICA

BELGIAN CONGO

Newspaper	Circulation	Adv. rate	Editor	Manager
Elizabethville (city)				
Essor du Congo	8,000	.....	J. Sepulcre	J. Sepulcre
Echo du Katanga	2,500	.....	A. Decoster	A. Decoster
Leopoldville (town)				
Le Courier D'Afrique	8,000	($3.50 (12 col.)	M. Jambers	A. Marot M. Leloux
L'Avenir Colonial Belge	4,500	.....	M. Boudoit	M. Boudoit
Stanleyville (town)				
Echo de Stanleyville	1,500	.....	.....	.....
		SIERRA LEONE		
Sierra Leone	.....	3/6 inch	.....	.....

EGYPT

City	Publication	Language	Rate	Political Affiliation
Alexandria	Al Bassir	Arabic	Flat 10/-per s/c in	.....
	Le Journal D'Alexandrie	French	Flat 7/3-per s/c in	.....
	Le Reforme	French	Flat 7/3-per s/c in	.....
	Journal du Commerce et de la Marine	French	Flat From 10/3 to 7/9	.....
	Tachydromos	Greek	Flat 5/3 per in	Independent
	Imerissiax Nea	Greek	Flat 4/3-per s/c in	.....
Cairo	Al Ahram	Arabic	Flat 35/-per s/c in	Independent
	Al Gomhouriya	Arabic	.....	.....
	Al Misri	Arabic	Flat 36/-per s/c in	Publication suspended
	Al Akhbar	Arabic	Flat 30/-per s/c in	.....
	Egyptian Gazette (d ex Sat.)	English	Flat 15/6-per s/c in	(Only English daily in Egypt)

City	Publication	Language	Rate	Political Affiliation
	La Bourse Egyptienne (d ex Sun.)	French	Flat 15/6-per s/c in	.....
	Le Progres Egyptien	French	Flat 12/6-per s/c in	.....
	Phos	Greek	Flat 5/3-per s/c in	.....
	L'Observateur	French	Flat 12/6-per s/c in	.....

ERITREA and ETHIOPIA

City	Publication	Language	Rate	Political Affiliation
Asmara	Quotidiano Eritreo	Italian	Flat 7/6-per s/c in	.....
	Giornale Dell' Eritrea	Italian	Flat 5/-per s/c in	.....

FRENCH WEST AFRICA

Dakar	Paris Dakar	French	Flat 17/6 and 12/

NIGERIA—THE CAMEROONS

City	Population	Newspaper	Circulation
Kano	200,000	Daily Comet	5,500
Lagos	230,000	West African Pilot	29,000
		Daily Times (4)	42,180
Ibadan	500,000	Southern Nigeria Defender	4,000
Onitsha	60,000	Nigerian Spokesman	6,000
Port Harcourt	30,000	Eastern Nigeria Guardian	6,000
Victoria	15,000	Cameroons Voice (weekly)	4,000

UNION OF SOUTH AFRICA AND RHODESIA

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
CAPE PROVINCE													
Cape Town	The Cape Argus (Eng.) (4)	1856	EDexSun.	The Argus Printing & Publishing Co. Ltd.	M. Broughton	W. M. Mudie	R. F. du Toit	1 15/16	21	17½	16	General	25/-
	Cape Times (Eng.) (6)	1876	MDexSun.	Cape Times Ltd.	V. Norton	G. M. C. Cromwright	E. Lipsett	1 15/16	22½	15½	16	General	19/-
	Die Burger (Afr.) (6)	1915	MDexSun.	Nasionale Koerante Beperk	P. A. Weber	Dr. C. F. Albertyn	M. D. Goosen	2	21	16	12	General	14/-
	Die Landstem (Afr.)	1950	Sat. Morn.	Die Landstem (Eiendoms) Beperk	P. Beukes	F. P. S. Deelman	I. M. Coutts	1¾	22	15½	18	General	20/-Flat
East London	Daily Dispatch (Eng.) (4)	1872	MDexSun.	East London Daily Dispatch. (Pty.) Ltd.	V. A. Barber	I. Ross-Thompson	C. W. Allcock	1 5/10	24	17½	12	General	10/-
Grahamstown	Grocott's Daily Mail (Eng.)	1831	EDexSat. & Sun.	Grocott and Sherry	D. Pretorius	T. H. Grocott and W. V. Grocott	R. C. Levy	2¼	22½	18	4	General	5/-
Kimberley	Diamond Fields Advertiser (Eng.) (4)	1877	MDexSun.	Diamond Fields Advertiser, Ltd.	D. Brechin	R. G. Atkinson	A. Swarts	1 15/16	20	16½	9	General	6/-
Port Elizabeth	E. P. Herald (Eng.)	1845	MDexSun.	E. P. Newspapers, Ltd.	W. A. Gingell	G. Bramall	G. C. Reid	1 11/16	22	17	14	General	13/-
	Evening Post (Eng.)	1947	EDexSun. (merged with old papers dated 1855)	E. P. Newspapers, Ltd.	J. G. Sutherland	G. Bramall	G. C. Reid	1 11/16	22	17	14	General	9/-
Queenstown	Daily Representative (Eng.) (4)	1859	EDexSun.	The Queenstown Daily Rep., Ltd.	D. L. T. Gill	A. K. MacPherson	F. L. Green	1 15/16	20	16	8	General	6/6-
NATAL													
Durban	The Natal Daily News (Eng.) (4)	1878	EDexSun.	Argus Printing & Publishing Co., Ltd.	J. S. M. Simpson	J. Hennessy	F. E. Cole	1 15/16	21	14	15	General	15/-
	The Natal Mercury (Eng.) (6)	1852	MDexSun.	Robinson & Co., (Pty.) Ltd.	Mervyn Ellis	A. R. Harper	K. M. Collins	2	23	19	15	General	14/6
	The Sunday Tribune (Eng.) (4)	1947	Sun.	Argus Printing & Publishing Co., Ltd	G. L. Hutchison	J. Hennessy	F. E. Cole	1 15/16	21	17½	28	General	23/-
Pietermaritzburg	The Natal Witness (Eng.) (4)	1846	MDexSun.	The Natal Witness, (Pty.) Ltd.	M. F. Prestwich	D. M. Craib	J. K. Tyrell	1.9	24½	17	8/10	General	10/6
TRANSVAAL													
Johannesburg	Rand Daily Mail (Eng.) (6)	1902	MDexSun.	Rand Daily Mails, Ltd.	A. P. Cartwright	E. B. Dawson	R. N. Hawkins	1 11/16	21½	18½	14	General	27/6 Flat
	The Star (Eng.) (4)	1887	EDexSun.	Argus Printing & Publishing Co.,	H. Flather	A. Macintosh	C. E. Carter	1 15/16	21	18½	18	General	30/- Flat
	Die Transvaler (Afr.) (6)	1937	MDexSun.	Voortrekkerpers Beperk	J. J. Kruger	H. L. du Toit	A. J. J. van Pletzen	2	21	15	11/12	General	15/- Flat
	Die Vaderland (Afr.) (6)	1936	EDexSun.	Die Afrikaanse Pers Beperk	W. Wilcocks	O. J. Bekker	C. C. Chester	1 7/8	14½	11	24	General	17/6 Flat
	Sunday Times (Eng.) (6)	1906	Sun.	Sunday Times Syndicate, Ltd.	N. A. G. Caley	E. B. Dawson	R. N. Hawkins	1 11/16	21½	88½	32	General	70/- Flat
	Sunday Express (Eng.) (6)	1946	Sun.	Sunday Express, Ltd.	A. Botting	F. W. Thompson	F. W. Thompson	2	15½	10	29	General	27/6 Flat

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DAILIES

The Star	Johannesburg
Cape Argus	Cape Town
Natal Daily News	Durban
Pretoria News	Pretoria
The Friend	Bloemfontein
Natal Witness	Pietermaritzburg
Daily Dispatch	East London
Diamond Fields Advertiser	Kimberly
Daily Representative	Queenstown
Rhodesia Herald	Salisbury (S. Rhodesia)
Chronicle	Bulawayo (S. Rhodesia)
Die Volkstem	Pretoria
Ons Vriend	Bloemfontein
Northern News	Ndola (N. Rhodesia)

WEEKLY NEWSPAPERS

Cape Week-Eng Argus	Cape Town
Sunday Tribune	Durban
Chronicle Weekly	Bulawayo (S. Rhodesia)
New Klerksdorp Record	Klerksdorp
Die Afrikaner	Cradock
Die Westelike Stem	Potchefstroom
Sunday Mail	Salisbury (S. Rhodesia)
Sunday News	Bulawayo (S. Rhodesia)
Lowveld Leader	Barberton
Midland News	Cradock
Umtali Advertiser	Umtali (S. Rhodesia)
Potchefstroom Herald	Potchefstroom

NATIONAL MAGAZINES

The Outspan (Weekly)	Bloemfontein
Farmer's Weekly	Bloemfontein
Femina & Women's Life (Fortnightly)	Bloemfontein
Young Opinion (Monthly)	Bloemfontein

MINING PUBLICATIONS

So. Af. Mining & Engineering Journal (Weekly)	Johannesburg
So. Af. Mining Year Book (Annual)	Johannesburg
Rhodesia Mining Year Book	

NATIVE PUBLICATIONS

Bantu World	Johannesburg
Bantu Mirror	Bulawayo (S. Rhodesia)
Ilanga Lase Natal	Durban
Imvo Zabantsundu	Kingwilliamstown
Umafrika	Mariannhill
Umthunywa	Uptata
African Weekly	Salisbury (S. Rhodesia)
The Recorder	Salisbury (S. Rhodesia)
The Harvester	Salisbury (S. Rhodesia)
Mapolisa	Salisbury (S. Rhodesia)
Umcebisi	Salisbury (S. Rhodesia)
African Parade	Salisbury (S. Rhodesia)
Bwalo La Nyasaland	Salisbury (S. Rhodesia)
African Eagle	Lusaka (N. Rhodesia)

Izwi Lama Swazi—Weekly
Moeletsi Oa Basotho—Weekly
Mahlahle (Nyeleti Ya Miso)—Monthly

ANNUALS

Rhodesian Annual	Bulawayo (S. Rhodesia)
East London & Frontier Red Book	East London

DIRECTORIES

East London Directory	East London
Rhodesia Directory	Bulawayo (S. Rhodesia)
United Transvaal Directory	Johannesburg
Southern Rhodesia Government Gazette	Salisbury (S. Rhodesia)

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DAILY NEWSPAPERS OF AFRICA—Continued

UNION OF SOUTH AFRICA AND RHODESIA—Continued

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Base Rate (per s/c inch) Appeal
	Dagbreek en Sondagnuus (Afr.)	1947	Sun.	Dagbreekpers Beperk	W. van Heerden	M. E. J. van Rens-	M. E. J. van Rens-	1 11/32	16	10	53	General 32/6 Flat
Pretoria	Pretoria News (Eng.) (4)	1898	EDexSun.	Pretoria News and Printing Works (Pty.) Ltd.	E. H. Howse	H. J. Kirk	H. J. Kirk	1 1/16	23	16	10	General 8/6
ORANGE FREE STATE												
Bloemfontein	The Friend (Eng.) (4)	1850	MDexSun.	The Friend Newspapers, Ltd.	H. M. de Villiers	T. B. Trigger	F. G. Hinley	1 11/32	23	16	10	General 7/6
	Die Volksblad (Afr.) (6)	1916	EDexSun.	Nasionale Koerante Beperk	H. deV. Coetzee	H. Coetzee	J. H. Rheeder	2	20	16	12	General 10/6 Flat
NORTHERN RHODESIA												
Ndola	Northern News (Eng.) (4)	1943	MDexSun.	Northern News Ltd.	D. M. Cole	H. W. Miller	Mrs. B. M. Briggs	1 15/16	20½	15½	8/10	General 7/-
SOUTHERN RHODESIA												
Bulawayo	The Chronicle (Eng) (4)	1894	MDexSun.	Rhodesian P. and P. Co., Ltd.	R. Peckover	D. L. Meggit	K. C. Enock	1 15/16	23½	17½	12	General 7/6
	Sunday News (Eng.)(4)	1930	Sun.	Rhodesian P. and P. Co., Ltd.	G. D. Smith	D. L. Meggit	K. C. Enock	1 11/16	23½	17½	14	General 7/0
Salisbury	The Rhodesia Herald (Eng.) (4)	1891	MDexSun.	Rhodesian P. and P. Co., Ltd.	N. S. Ferris	P. J. Power	E. W. Ives	1 15/16	24	18	16	General 9/6
	Sunday Mail (Eng.) (4)	1935	Sun.	Rhodesian P. and P. Co., Ltd.	N. S. Ferris	P. J. Power	E. W. Ives	1 15/16	24	18	28	General 13/6
PORTUGUESE EAST AFRICA												
Lourenco Marques	Lourenco Marques Guardian (Portuguese & Eng.)	1905	MDexSun.	Arcebispado de Lourenco Marques e Outros	Dr. J. F. dos Santios	J. M. das Neves	J. M. das Neves	2	20	17	18	General 7/6
GOLD COAST												
Accra	Gold Coast Daily Graphic (4)	1950	MDexSun.					2 1/8	13½	8½	8	14/6.

*Circulations of South African and Rhodesian newspapers are certified by the Audit Bureau of Circulations of South Africa Ltd., and are available to members of the A. B. C.

DAILY NEWSPAPERS OF MIDDLE EAST

CYPRUS

City	Publication	Language	Rate	Political Affiliation
Nicosia	Cyprus Mail	English	Flat 7/-per s/c in.	
	Eleftheria (d ex Mon.)	Greek	Flat 7/-per s/c in.	Liberal Independent
	Ethnos (d ex Mon.)	Greek	Flat 5/-per s/c in.	Cyprus National (Right-Wing) Party
	Neos Democratis (d ex Mon.)	Greek	Flat 5/-per s/c in.	Communist
	Hur Soz	Turkish	Flat 3/-per s/c in.	Liberal
	Halkin Sesi	Turkish	Flat 3/-per s/c in.	

IRAN

City	Name of Daily Paper	Circulation	Name of Editor	Name of Advertising Manager
Tehran	Etelaat	25,000	Mr. Abbas Massoudi	Mr. Moshkiz
"	Keyhan	35,000	Dr. Mesbah Zadeh	Dr. Mesbah Zadeh
"	Poste Tehran	12,000	Mr. Mohammad Ali Massoudi	Mr. Mohammad Ali Massoudi
"	Irane Ma	1,000	" Jahangir Tafazoli	" Jahangir Tafazoli
"	Atesh	6,000	" Mir Ashrafi	" Mir Ashrafi
"	Koushesh	2,500	" Safavi	" Safavi
"	Dad	8,000	" Amidi Nouri	" Mostafa Alamouti
Tehran	Shahed	6,000	" Ali Zohari	" Ali Zohari
"	Setareh	2,500	" Ahmad Maleki	" Ahmad Maleki
Shiraz	Pars	3,000	" Sharghi	" Sharghi
"	Golestan	2,500	" Mohammad Taghi Golestan	" Mohammad Taghi Golestan
Isfahan	Isphahan	3,000	" Amirgholi Ayati	" Amirgholi Ayati
"	Sedaye Isphahan	3,000	" Mokri	" Mokri
Arak	Arak	2,000	" Azeman	" Azeman
Tabriz	Navi	3,500	" Ahmadian	" Ahmadian
"	Djahan Honar	3,000	" Nour Ahmadi	" Nour Ahmadi
Mashad	Khorassan	4,000	" Mohammad Sadegh Tehranian	" Mohammad Sadegh Tehranian
Abadan	Khabarhaye Rouz	4,000	" Shamse Davari	" Shamse Davari
Kashan	Nedaye Kashan	3,000	" Morteza Feiz	" Morteza Feiz
Ghom	Ostovar	1,500	" Tahmasebi	" Tahmasbi
Shahreza	Nedaye Shahreza	1,500	" Molai	" Molai
Rezaiyeh	Peyame Rezaiyeh	2,500	" Nakhjavan	" Nakhjavan
Khouzistan	Ghiame Khouzistan	3,000	" Kassir Abadi	" Kassir Abadi
Bushehr	Sangelakh	2,000	" Mohammad Ali Tchoubak	" Mohammad Ali Tchoubak
Ghazvin	Sedaye Ghazvin	1,500	" Seid Alaedin	" Seid Alaedin
Dezfoul	Shamshire Mellat	2,500	" Hakimi	" Hakimi
Sari	Assar	2,000	" Hossein Akbarpour	" Hossein Akbarpour
Yazd	Edalate Yazd	3,000	" Kaveh	" Kaveh

IRAQ

City Publication	Name of Newspaper	Party Affiliation	Political Tendency	Publisher
Baghdad	Iraq Times			Times Publishing Co. (in English)
	Al Zaman	Independent	Liberal	Tawfiq Samain
	Alyawm	Independent	Liberal	Jamil Ruhi
	Al Akhbar	Constitutional	Conservative	J. Malkoum
	Al Shaab	Independent		Yahy a Kassin
	Al Hawadith	Independent	Conservative	Adil Awni
	Liwa Al Istiqlal.	Independent Party	Nationalist Liberal	
	Al Nidaa	Independent	Nationalist	N. Daoud
	Al Yaqdhah	Independent	Nationalist	S. Safwani
	Sada al Ahali	National Democrat Party	Socialist (left)	Kamil Djadirdji
	Al Naba	Independent	Nationalist (Conservative)	
	Al Ummah	Independent	Nationalist (Conservative)	
	Al Sijjil	Independent	Liberal	
	Al Ittibad al Dusturi	Constitutional Party	Conservative	
	Al Hussun	Independent	Liberal	
Basra	Akhir Saah	Independent	Nationalist Liberal	K. Nasiri
	Al Thaghr	Independent	Nationalist	S. Naameh
	Al Nass	Independent Party	Nationalist Liberal	
	Al Halil	Independent	Nationalist Conservative	J. Hamid
Mosul	Al Balagh	Independent	Nationalist	M. Sarsam
	Fata Al Iraq	Independent	Nationalist Liberal	J. M. Chalabi
	Al Mosul	Independent	Conservative	Y. A. Yonan
	Sawt Al Umah	Independent	Liberal	T. Hadad
	Nasir Al Hag	Independent	Nationalist (Moslem Brotherhood)	M. Shafiah
	Al Adib	Independent	Nationalist Liberal	Abu Khatab

ISRAEL

City	Publication	Party or Organization	Editor
Jerusalem	Hamodea (m)	Agudat Israel	Yehuda L. Levin
	Hakol (m)	Agudat Israel	Uriel Zimer
	Jerusalem Post (m)	Independent	Gershon Agron
	Zemanim	Progressive Party	J. Gilboa
Tel Aviv	Davar (m)	Histadrut	H. Shurer
	El Yom (m)	Independent (Arabic Language)	M. Asaf
	Haaretz (m)	Liberal, Independent	Gershom Schocken
	Haboker (m)	General Zionists	J. Heftman
	Hador (e)	Mapai	Yonah Yagol
	Al Hamishmar (m)	United Labor Party	Editorial Board
	Hatzofeh (m)	Mizrachi	I. Bernstein
	Kol Ha'am (m)	Communist	Dr. M. Biletsky
	L' Echo d' Israel (m)	Independent (French Language)	I. Rabin
	Ma'ariv (e)	Independent	Dr. Azriel Carlebach
	Yediot Acharonot (e)	Independent	Dr. H. Rosenblum
	Yediot Hadashot (m)	Independent (German Language)	Dr. A. Lilienfeld
	Yediot Hayom (m)	Independent (German Language)	Dr. P. Reichenstein
	Heruth (m)	Heruth Party	J. Rubin
	Omer (m)	Histadrut	Don Pines
	Shearim (m)	Agudat Israel Workers	Dr. Kalman Kahane Benjamin Minz
	Uj Kelet (m)	Independent (Hungarian Language)	Dr. E. Marton

LEBANON

City	Publication	Language	Circulation	Publisher	Editor
Beyrouth	An-Nahar	Arabic	6,000	Gassan Tueini	Wal. Tueini
	Talligraphe	Arabic	8,000	Nassib Matni	Nassib Matni
	At-Tayar	Arabic	6,500	Toufic Matni	Toufic Matni
	Al Hayat	Arabic	10,000	Kamel Mroueh	Kamel Mroueh
	Beyrouth	Arabic	6,000	Muh. Nsouli	Muh. Nsouli
	Beirut Masaa	Arabic	6,000	Muh. Nsouli & Abdalla Machnouk	Abd. Machnouk
	Al Hadaf	Arabic	6,500	Zouheir Osseyran	Zouh. Osseyran
	Al Amal	Arabic	6,500	Phalangist Party	Elias Rababy
	Ad Dastour	Arabic	3,000	Abboud A. del Rizak	Youssef Francis
	Ach-Chark	Arabic	5,000	Khairy Kaaki	N. Meddouar
	Al Bayrak	Arabic	6,000	Fadel S. Akl	F. Said Akl
	Al Ahrar	Arabic	5,000	Camille Chamoun	Camille Chamoun
	Al Raouad	Arabic	5,500	Bechara Maroun	Bechara Maroun
	Al Youm	Arabic	5,000	Afif Tibi	Afif Tibi
	Ad Dyar	Arabic	6,000	Hanna Ghosn	Hanna Ghosn
	An Nidal	Arabic	2,500	Mustapha Mokaddem	Must. Mokaddem
	Az-Zaman	Arabic	4,500	Robert Abella	Robert Abella
	Al Ahoual	Arabic	4,000	Semaan F. Seif	Semaan F. Seif
	Al Balagh	Arabic	2,500	Mohamed el Baker	Mohamed el Baker
	Al Jarida	Arabic	8,000	G. Naccache & N. Maalouf	Nasri Maalouf
	Al Isalah	Arabic	4,500	Khalil AbouJaoude	Kh. Abou Jaoude
	Al Ittihad	Arabic	4,000	Zeidan Zeidan	Zeidan Zeidan
	As Sahafa	Arabic	3,000	Rahal Mokarzel	Brahim Haddad
	Sada Loubnane	Arabic	4,000	Mohamed Baalbaki	Moh. Baalbaki
	L'Orient	French	10,000	George Naccache	George Naccache
	Le Soir	French	8,500	Dikran Tosbath	André Kecati
	Le Jour	French	12,000	M. Chiha & M. Freige	Khalil Gemayel
	Le Matin	French	6,000	Mokheiber	Mokheiber
	Daily Star	English	2,000	Kamel Mroueh	Beehard Maclouf
	Ayk	Armenian	5,000	Dikran Tosbath	Dikran Tosbath
	Aztag	Armenian	5,000	Haig Balian	Haig Balian
	Aztarar	Armenian	4,000	Mme. Elise Aslanian	Mme. Elise Aslanian
	Zartong	Armenian	4,000	Paronagh Togmassien	Paronagh Togmassien
Tripoli	As Sarkha	Arabic	5 000	Ahmed Z. Afioumi	Ahmed Z. Afioumi
	Al Incha	Arabic	5,000	Yasser Adhami	Yasser Adhami
Zahle	Zahle Fatat	Arabic	3,500	Ch. Bakhache	Ch. Bakhache

SYRIA

City	Publication	Language	Circulation	Publisher	Editor
Damascus	An Nasr	Arabic	5,000	Wadih Sidaoui	Wadih Sidaoui
	Al Kabass	Arabic	5,000	Naguib Rayes	Acbas el Hamod
	Alef Ba	Arabic	5,000	Khaled el Issa	Elias el Issa
	Al Ayam	Arabic	5,000	Nassouh Babil	Nassouh Babil
	Al Bouna	Arabic	4,500	P. S. Party	Issam Mohairi
	Al Feiha	Arabic	4,500	Said Tellaoui	Said Tellaoui
	Al Incha	Arabic	4,500	Wagih Haffar	Wagih Haffar
	Al Ray el Am	Arabic	4,000	Nazih el Hakim	Ahmad Essah
	An Nass	Arabic	4,000	Hosmi Barazi	Hosni Barazi
	Al Baath'	Arabic	4,000	Al Baath' Party	Nazir Fansa

DAILY NEWSPAPERS OF MIDDLE EAST—Continued

SYRIA—Continued

City	Publication	Language	Circulation	Publisher	Editor
Damascus	Barada	Arabic	4,000	Mounir el Rayes	Mounir el Rayes
	An Nidal	Arabic	3,500	Dr. Sami Kabbara	Dr. Sami Kabbara
	Al Manar	Arabic	3,500	Bachir el Ouf	Bachir el Ouf
	Saoutul Arab	Arabic	3.500	AbdelKader Kaouas	Abdelk. Kaouas
	Al Akhbar	Arabic	3.000	Bassim Mourad	Bassim Mourad
	Al Jabal	Arabic	3.000	Nagib Harb	Nagib Harb
	Ach Chaab	Arabic	3,000	People party	Ali Bouzou
Aleppo	Barkil Chimal	Arabic	2.500	Nicolas Jangi	Nicolas Jangi
	Ach Chabab	Arabic	2,000	Ahmad Talas	Ahmad Talas
	Al Hawades	Arabic	2,000	Hussein Chaabani	Hussein Chaabani
	Al Meizane	Arabic	1,500		
	Al Watane	Arabic	1,500		
	Sourya	Armenian	2,000		
	Aravile	Armenian	1.500		
Lattaquieh	Al Bilad	Arabic	1,500	Mohamed Rayes, Must. Mamiche & M. Fakhri	
	Al Istiklal	Arabic	1,500	Kamal Chouman	Kamal Chouman
	Ach Chati-Weekly	Arabic	1,200	Amine Haddad	Amine Haddad
Homs	Assouri Gedid	Arabic	2,000	Mahboub Chahine	Mahboub Chahine
Hama	Al Assi	Arabic	1,500	Mohamed Hafez	Mohamed Hafez

TURKEY

City	Publication	Publisher	Chief Editor
Afyon	Güven	Mehmet Acar	
	Gençliğin Sesi	Kazim Erçelik	
	Yeni 14 Mayis	Nüsret Koçoğlu	
Ağri	Yayla	Şeref Saraçoğlu	
Ankara	Ankara Telgraf	Gazanfer Kunt	
	Hakimiyet	Hikmet Yazicioğlu	
	Halkçi	Nihat Erim	Hüseyin C. Yalçin
	Her Gün Ekspres	M. Faruk Gürtunca	M. F. Gürtunca
	Hürses	Cavit Oral	Cavit Oral
	Medeniyet	Feyzi Boztepe	Feyzi Boztepe
	Resmi Gazete	Publications Dept.	Premier's Office
	Son H avadis	Cemil Sait Barlas	Cemil Sait Barlas
	Zafer	M. Faik Kenik	M. Faik Fenik
Antalya	Antalya	Mazlum Emin Adison	
	İleri	Tevfik Türek	
	Şelâle	Sabri Tunca	
Aydin	Hür Aydin	Raif Aydoğdu	
Balikesir	Balikesir Postasi	Münir Yenal	Sitki Yircali
	Ateş	Cahit Albayrak	
	Türk Dili	Cevdet Demiray	
Bingöl	Bingöl	H. Bayram Özpinarbaşi	
	Yeni Bingöl	Şevket Sirtalan	
Bitlis	Bitlis	A. Şeref Hanoğlu	
	Yeşil Bitlis	Nejat Baturay	
Bursa	Ant	Dervig S. Taşman	Dervig S. Taşman
	Hakimiyet	Hayri Terzioğlu	İsmet Bozdag
Çanakkale	İnkilap	Ahmet Doğan	
Çoruh	Demokrat Çoruh	Hilmi Çeltikoğlu	
	Hür Çoruh	Aytekin Halvaşi	
Denizli	Yeni Denizli	Fahri Karaca	
Diyarbakir	Demokrat Şark	Abdullah Ocak	
	Diyarbakir	T. Cahit Çubukçu	T. Cahit Çubukçu
Elazig	Elazig	Necip Bingöl	Ömer Sanaç
	Turan	İhsan Turan	İhsan Turan
	Uluova	Şevket Çeçen	
Erzincan	Demokrat Erzincan	Sadullah Erim	
	Öz Erzincan	Hüseyin Tiryaki	
Erzurum	Demokrat Doğu	Hüseyin Durak	
	Demokrat Erzurum	F. Taşkesenoğlu	
	Doğu	Turhan Bilgin	Turhan Bilgin
Eskişehir	Demokrat Eskişehir	Ali Riza İlicali	
	Demokrat Hamle	Abdülkadir Gürol	
	İstikbal	Ziya Sürol	
	Mücadele	Ruşen Mamuh	
	Sakarya	Abdurrahman Ünügör	
	Yeni Eskişehir	Hamit Dedelek	
Gaziantep	Demokrat Güven	Hüsnü Levent	
	Demokrat Ülkü	Faik Muhsinoğlu	
	Kara Yilan	Servet Güzel	
Giresun	Gündüz	Şahabettin Uzunkaya	
	Işik	Nuri Ahmet Çimşit	
	Yeni İleri	Orhan Çulfaz	Orhan Çulfaz
Hatay	Atayolu	Mehmet Burç	
	Ayyildiz	Mehmet Özkan	
	Hatay Postasi	Abdurrahman Konuralp	
	İleri Türkiye	Hazim Hastürk	
	İskenderun	Suphi Levent	Suphi Levent
	Körfez	Ahmet Perker	
	Sabah	Sebahattin Ezer	
	Yeni Devir	Burhan S. Yalçin	
	Yeni Yol	Şekip İnal	Şekip İnal
Içel	Akdeniz	Emine Oğuz Can	
	Gülek Sabah Posta	Rifat Özavci	
	Hakimiyet	Kemal Tursunbay	
	Yeni Mersin	Müştak Akbaş	
Istanbul	Akşam	Kazim Sinasi Dersan	
	Apoyevmatini	K. Vasiliadis	
	Cumhuriyet	Nadir Nadi	Doğan Nadi
	Dünya	Falih R. Atay	Bedii Faik
	Embros	Nuri Akça	
	Gece Postasi	Etem İzzet Benice	
	Hergün	M. Faruk Gürtunca	M. Faruk Gürtunca
	Hürriyet	Haldun ve Erol Simavi	
	Istanbul (French)	Jules Compte-Calix	
	Istanbul Ekspres	Mithat Perin	Mithat Perin
	Istanbul Haber	Hasan Rasim Us	
	Jamanak	A. Koçinyan	
	Journal D'Orient	Albert Karasu	
	Marmara	A. Şamiliyan	
	Milliyet	Ali Naci Karacan	Ali Naci Karacan
	Son Saat	Cihat Baban	Cihat Baban
	Son Posta	Selim Ragip Emeç	Selim Ragip Emeç
	Türk Sesi	Mükerrem Şarol	Burhan Apaydin
	Türkiye Spor	Salih Zeki Akdamar	
	Vatan	Sinan Korle	Ahmet Emin Yalman
	Vakit	Asim Us	Asim Us
	Yeni Istanbul	Habib Edip Törehan	M. Nermi
	Yeni Memleket	Orhan Mete	
	Yeni Sabah	Safa Kilicçioğlu	
Izmir	Demokrat İzmir	Adnan Düvenci	Adnan Düvenci
	Ege Ekspres	Nihat Kürşad	
	Halkin Sesi	Reşat Şanli	
	Sabah Postasi	O. Remzi Gökçe	O. Remzi Gökçe
	Ticaret	Süha S. Tükel	
	Yeni Asir	Şevket Bilgin	Şevket Bilgin
Kars	Ekinci	Cengiz Ekinci	Cengiz Ekinci
	Halkin Sesi	Özdemir Kirali	Özdemir Kirali
	Serhat Ardahan	Kemal Okyay	
Kastamonu	Doğru Söz	Ziya Demircioğlu	
	Yeni Ses	Ahmet Kirali	
Kayseri	Anadolu	Memduh Muhasipoğlu	
	Hakimiyet	Şaban Sariyildiz	
	İstiklal	A. Yahyabeyoğlu	A. Yahyabeyoğlu
	Yeni Kayseri	Mehmet Kocabay	
Kocaeli	Akşam Haberleri	Selami Savaş	Selami Savaş
	Bizim Şehir	Saim Aşkin	
	Demokrat Kocaeli	Süreyya Sofuoğlu	
	Türk Yolu	Mehmet Yüce	Mehmet Yüce
	Yeni Ada Postasi	Sami Güllü	
Konya	Yeni Konya	Mehmet Arıcan	
	Yeni Meram	Ahmet Bahçivan	
Kütahya	Demokrat Kütahya	Ömer Faruk KaraAli	
Malatya	Demokrat Malatya	Celâl Bilgili	
	Gayret	Hüseyin Karataş	
	Sabah	Nevzat Bulun	
Manisa	Açiksöz	Halil Unuitmak	
	Başarı	Nuri Özgüleç	Nuri Özgüleç
	Işik	A. Kemal Besen	A. Kemal Besen
	Hürriyet Misakı	Hayri Soytürk	
Maraş	Demokrasiye Hizmet	S. EmirMahmutoğlu	
	Engizek	Nadire Tolun	
	Kahraman Yurt	Ali Kiper	
Mardin	Ulus Sesi	Siyret Bayar	Siyret Bayar
Mugla	Demokrat Yayla	Selahattin Anlar	
	Mugla	Riza Amur	
	Hamle	Selahattin Anlar	
Ordu	Gürses	A. Riza Gürsoy	
	Haber	Tarık Özsoy	
	Ordu Postasi	Şevket Akdag	
Rize	Rize Gazetesi	Rahmi Arer	Rahmi Arer
Samsun	Ahali	Hasan Oral	
	Demokrasi Müdaafii	Cavit Coşkundere	
	Demokrat Canik	Ziya Zeren	
	Şamar	Nevzat Coşkundere	
	Samsun	Haydar Kösepoğlu	Kamil Sirmen
	Samsun Ekspres	Yaşar Yüceer	
	Samsun Postasi	Fatma Güvenli	
	Yeni Ses	M. Eşref Yüceer	
Seyhan (Adana)	Bu Gün	Nihat Oral	Nihat Oral
	Demokrat	Ömer Başeğmez	Ömer Başeğmez
	Türk Sözü	Ferit C. Güven	Ferit C. Güven
	Vatandaş	Mahmut Karabucak	Enver Batumlu
	Yeni Adana	Aydin R. Yüreğir	
Siirt	Demokrat Siirt	F. Yazgan	F. Yazgan
	Siirt	Emin Kilicçoğlu	
	Siirt Sesi	Haydar Koyuncu	
Sivas	Anadolu Akşam Haberi	Neşet Dumanli	
	Ülkü	Kemal Kitapçı	
Tekirdag	Yeni İnan	Fahir Tanen	
Trabzon	Çaykara	T. Osman Çelebioğlu	N. S. Çelebioğlu
	Doğu	Zeki Yağmurdereli	
	Halk	Mehmet Kazancioğlu	
	Yeni Yol	H. Muzaffer Korlu	
Urfa	Akgün	Lami Akgün	
	Demokrat Urfa	Celal Özbek	
	Urfanin Sesi	Ahmet Iggör	
Van	Van Sesi	İlyas Kitapçı	
Zonguldak	Demokrat Zonguldak	Mahmut Ulusoy	
	Sabah	Şükrü Usman	
	Yeni Karabük	Kemal Çivici	

DAILY NEWSPAPERS OF ASIA AND FAR EAST

BRITISH MALAYA

City and Population	Name, Language, U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dollar(s)
Singapore (Est. 1949)												
	Straits Times (English)	1842	MD	72,000	Straits Times Press, Ltd.	A. W. Gough	A. Kennard Max Schofield	1⅞	22	16¾	14	$10.00
	Sunday Times (English)	1931	Sun.	80,000	Straits Times Press, Ltd.	A. W. Gough	R. W. Baxter	1⅞	22	16¾	20	$12.00
	Singapore Free Press (English)	1835	AD	15,000	Straits Times Press, Ltd.	A. W. Gough	M. C. Livingston	1⅞	15	11½	16	$4.00
	Singapore Standard (English)	1950	MD	28,500	Sin Poh (Star News)		R. B. Ooi	1⅞	20	16¼	12	$5.50
	Sunday Standard (English)	1950	Sun.	62,000	Amalgamated Ltd Co	Dr. C. T. Chang		1⅞	20	16¼	20	$8.50
	Nanyang Siang Pao (Chinese)	1923	MD	57,000	Nanyang Press, Ltd.	Tai Kai Teck	Wang Chung Kwang	1⅞	15⅝	15⅞	12	$6.00
	Nanfang Evening Post (Chinese)	1950	AD	27,000	Nanyang Press, Ltd.	Tay Kai Teck	Tseng Kwang Hsiun	1⅞	15⅝	15⅞	6	$3.00
	Sin Chew Jit Pao (Chinese)	1929	MD	48,000	Sin Poh (Star News) Amalgamated Ltd Co	Teo Seek Swee	Wang Tse	1⅞	14½	20¼	12	$6.00
	Chung Shing Jit Pao (Chinese)	1947	MD	23,000	Chung Shing Jit Poh Ltd	Chen Play Thoong	Chen Chin Ah	1⅞	15	22½	8	$4.00
	Indian Daily Mail (English)	1940	MD	5,000	G. Sarangapany	K. V. Naidu	G. Sarangapany	1⅞	19½	13½	4	$3.00
	Tamil Murasu (Tamil)	1934	MD		G. Sarangapany	K. V. Naidu	G. Sarangapany	1⅞	19½	13½	12	$3.00
	Kerala Bandhu (Malayalam)			7,000	Hind Publishers, Ltd.	V. M. Mathews	V. P. Abdullah	2	19	15	6	$2.50
	Malaya Nanban (Tamil)	1941	MD	5,000	Muslim Publishing House, Ltd.	M. A. Shariff	M. M. Dawood	2⅛	22	15½	4	$2.00
	Utusan Melayu (Malay)	1939	MD	23,000	Utusan Melayu Press, Ltd.	H. M. Shah	Yusof bin Ishak	2	22½	17	8	$2.50
	Utusan Zaman (Malay)	1939	Sun.	27,000	Utusan Melayu Press, Ltd.	H. M. Shah	Yusof bin Ishak	2	22½	17	8	$3.75

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

FEDERATION OF MALAYA

City and Population	Name, Language, U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dollar(s)
	PENANG											
Georgetown (Est. 1947)	Pinang Gazette (English)	1833	AD	6,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe	Teoh Thye Moh	1¾	20	17½	4	$3.50
	Sunday Gazette (English)	1926	Sun.	20,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe	Teoh Thye Moh	1¾	20	17½	12	$3.50
	Straits Echo (English)	1903	MD	18,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe		1¾	20	17	8	$3.50
	Sin Pin Jih Pao (Chinese)	1939	MD	11,500	Sin Poh (Star News) Amalgamated Ltd. Co.	Khoo Thean Poh	Wong Ying Man	1¾	15½	23	8	$4.00
	Kwong Wah Yit Pao (Chinese)	1910	MD	7,000	Kwong Wah Yit Pao Press	Tan Chye Soon	Longfellow W. Lu	1¼	15	15	8	$4.00
	Warta Negara (Malay)	1945	MD	6,000	Warta Negara Press	A. Jailani	Abdul Wahab Zain	2	19½	15½	6	$2.50
	Jothee (Tamil)	1954	MD	5,000	S. Letchumanasamy	T. S. Subramaniam	T. S. Subramaniam	2½	20	16	6	$2.50
	SELANGOR											
Kuala Lampur (Est. 1947)	The Malay Mail (English)	1896	MD	6,000	Malay Mail Press Co., Ltd.	Reginald Norman	F. M. Hutton	2	20½	15½	8	$4.00
	Sunday Mail (English)	1896	Sun.	6,000	Malay Mail Press Co., Ltd.	Reginald Norman	F. M. Hutton	2	20½	15½	12	$4.00
	China Press (Chinese)	1946	MD	7,000	The China Press Ltd.	Ng Hon Yuen	Sung Yung Cheng	1½	15	17½	8	$4.00
	Lien Pang Daily News (Chinese)	1952	MD	5,000	Lien Pang Printing Press Ltd.	Leong Chee Cheong	Kong Kam Fan	1½	15	17	8	$4.00
	Tamil Nesan (Tamil)	1924	MD	4,000	M. R. N. Malayandi Chettiar	S. Natarajan	R. Venkatarajulu	2¼	20	15½	4	$3.00
	Majlis (Malay)	1931	MD	4,000	Selangor Press and Majlis Co., Ltd.	Haki Salim bin Osman	Abdul Samad b. Ahmad	2	20	15½	6	$2.00
	Pardesi Khalsa Sewak (Punjabi)	1936	MD	2,500	Kirpal Singh	Tara Singh	Tirlochan Singh	2¼	13	10¾	4	$3.00
	PERAK											
Ipoh (Est. 1947)	Kin Kwok Daily News (Chinese)	1940	MD	9,000	Leong Chung Kuang	Lai Teik Fatt	Chong Youn Hing	1¼	13½	19	6	$4.00
	BRITISH NORTH BORNEO											
Sandakan (Est. 1947)	The North Borneo News & Sabah Times (English)	1946	MD	2,500	Messrs. Timothy Brooke, Donald A. Stephens	R. Patel	Timothy Brooke & Donald A. Stephens	2	20	14	4	$1.60
	Overseas Chinese Daily News (Chinese)	1936	MD	2,500	Yeh Poh Tze	Margaret Lim	Yeh Poh Tze	1½	14	15½	4	$1.00
	Api Siang Pau (C)	1954	MD	1,100	Lo Kwock Chuen	Lim Hong Nge	Lo Kwock Chuen	1¼	14	10½	4	$0.75
	The Borneo Bulletin (E)	1953	Sun.	5,200	The Brunei Press, Kuala Belait		A. J. Tordy	1⅝	14½	15½	14	$3.00
	SARAWAK											
Kuching (Est. 1947)	Sarawak Tribune (English)	1945	MD	1,600	Sarawak Press Ltd.	Ee Ghim Yam	Dennis Law	2¼	13	10¾	10	$3.00
	Chinese Daily News (Chinese)	1945	MD	2,000	Sarawak Press Ltd.	Ee Ghim Yam	Yao Ping Liang	2	14	15¾	4	$3.00
	Sarawak Vanguard (Chinese)	1952	MD	3,200	Lee Wing Thoong, Tan Bak Lim, Wu Siew Siong	Lim Jit Hong	Choo Hong Shing	1½	14½	19½	4	0.60
	Utusan Sarawak (M)	1949	MD	600	Ikhwan Zainie	Latif Zainie	Ikhwan Zainie	4½	12¾	10¾	4	0.40

BURMA

City and Newspapers	Language	Editor	Advt. Manager
RANGOON			
Bamakhit	Burmese	U. Koko Lay	U. On Kin
Burma Express	English		Burma Nedu Co.
Burma Nedu	Tamil		Burma Nedu Co.
Burman	English	U. M. M. Pye	U. Ba Chit Tin
Daily Herald	Burmese		
Economic Daily	Burmese		U. On Tin
Hanthawaddy	Burmese	U. Sein	U. Myint
New China Pao	Chinese	Chio Ming	Chao Tuck
New Light of Burma	Burmese	Y. Thoung Nyun	U. Pon
New Times of Burma	English		
Progress	Burmese	U. Thwin	Maung Zaw
Rangoon Daily	Burmese	U. Aung Myin	U. Nyan Khin
Sun	Burmese	U. Myo Nyuant	
Tribune	Burmese	M. Po Chein	

CEYLON

City and Newspaper	Language	Editor	Advt. Manager
COLOMBO			
Ceylon Daily News	English	C. D. Graham	S. B. O. Illangakoon
Sunday Observer	English	C. D. Graham	S. B. O. Illangakoon
Dinamina	Sinhalese	P. Nissanka	Percy Colombage
Janata	Sinhalese	Denzil Peiris	Percy Colombage
Lankadipa	Sinhalese	D. B. Dhanapala	George Meayers
Times of Ceylon	English	Tori De Souza	George Meayers
Silumina	Sinhalese	Denzil Peirus	Percy Colombage
Thinkaran	Tamil	V. K. P. Nathan	A. Ramanathan
Sunday Thinkaran	Tamil	V. K. P. Nathan	A. Ramanathan
Virakesari	Tamil	K. P. Haran	S. P. Edward

CHINA

CHINA MAINLAND

NORTH

City	Publication
Peiping	People's Daily
	Workers' Daily
	Kwang Ming Daily
	Hsin Min Pao
Tientsin	Tientsin Daily
	Tsin Pu Daily
	Hsin Sheng Wan Pao
	Ngo Wen Hsin Yeu Pao
Paoting	Hopei Daily
	Chung Chung Pao
Tangshan	Tangshan Lao Tung Jih Pao
	Hsin Tangshan Jih Pao
Tatung	Tatung Jih Pao
Shechiachwang	Shechiachwang Jih Pao
Kalgan	Nei Mong Jih Pao
Taiyuen	Shansi Jih Pao
Lingfen	Daily News
	Tsin Nan Jih Pao
Hsinhsiang	Pingyuen Jih Pao
Suiyuan	Suiyuan Jih Pao
Kueisui	Fen Tou Jih Pao
	Sui Tou Jih Pao
Suisi	Sheng Chan Jih Pao
Yi Men	Yi Men Pao

NORTHEAST

City	Publication
Shenyang	Northeast Daily
	Shenyang Daily
	Leo Tung Jih Pao
	Korean People's Daily
Harbin	Sunkiang Daily
	Harbin Kung Pao
	Harbin Pao
	Chien Sheh Jih Pao
	Fo Chai Tao
Kirin	Kirin Jih Pao
Changchun	Changchun Hsin Pao
Tsitsihar	Heilungkiang Daily
Antung	Liaotung Ta Chung
Chingchow	Liaosi Jih Pao
Chenteh	Chun Chung Jih Pao
Port Arthur	People's Daily
Dairen	Sheh Hua Pao

EAST CHINA

City	Publication
Shanghai	Liberation Daily
	Sin Wen Jih Pao
	Ta Kung Pao
	Wen Wei Pao
	Shuang Pao
	Shanghai Ta Pao
	Yih Pao
Shanghai —Continued	Russian New Life
	Shih Tai Jih Pao
	Hsin Min Wan Pao
	National Herald Evening Paper
Nanking	Sin Hua Jih Pao
	Nanking Jen Pao
	Hsin Min Pao
Yangchow	Soo Pei Jih Pao
Huai Yin	Huai Hai Pao
Wusih	Soo Nan Jih Pao
Soochow	Hsin Soochow Pao
Changchow	Changchow Min Pao
Hangchow	Chekiang Jih Pao
	Si Hu Pao (Evening)
Kashing	Kashing Jih Pao
Shaohing	Shaohing Sin Wen
Ningpo	Ningpo Jih Pao
	Yung Kiang Jih Pao
Kinhwa	Kinhwa Ta Chung
	Kinhwa Sin Wen
Wenchow	Che Nan Jih Pao
Hofei	Huan Pei Jih Pao
Anking	Anking Jih Pao
	Anking Sin Wen
Wuhu	Huan Nan Jih Pao
	Wuhu Jih Pao
Tsinan	Ta Chung Jih Pao
Waiming	Pu Hai Jih Pao
Tsingtao	Sin Hsu Jih Pao
Laiyang	Chiao Tung Jih Pao
Foochow	Sin Min Jih Pao
Amoy	Amoy Jih Pao
	Kiang Sheng Pao
Chuanchow	Chuanchow Jih Pao
Chwangchow, Fokien	Chwangchow Jih Pao
Lungyen, Fokien	Sin Min Si Jih Pao
Fuan, Fokien	Fuan Jih Pao

NORTHWEST

City	Publication
Sian	Chun Chung Pao
	Kung Shuang Wan Pao
Paoki	Sin Paoki Pao
Tali, Shensi	Tali Pao
Hanchung, Shensi	Shen Nan Jih Pao
Yenan	Chun Chung Jih Pao
Yulin	Yulin Jih Pao
Lanchow	Kansu Jih Pao
Pingliang, Kansu	Sin Ping Liang Pao
Sining	Chinghai Jih Pao
Ninghsia	Ninghsia Jih Pao
Tihua	Sinkiang Jih Pao (Mongolian)
	Sinkiang Jih Pao (Wei Wen)
	Sinkiang Jih Pao (Har Wen)
Hami	Hami Jih Pao
Ining, Sinkiang	Ining Jih Pao
Shuler, Sinkiang	Kash Jih Pao

SOUTHWEST

City	Publication
Chungking	Sin Hua Jih Pao
	Ta King Pao
	Sin Ming Pao
Chengtu	Chwan Si Jih Pao
	Kung Shuang Tao Pao
	Kung Shuang Tao Pao (evening edition)
Luchow, Szechwan	Chwan Nan Jih Pao
Kiangtsing, Szechwan	Mai Jih Sin Wen
Kweichow	Sin Chien Jih Pao
Tsunyi, Kweichow	Sin Tsunyi Pao
Kangting	Sikang Jen Min Jih Pao
Kunming	Ping Min Jih Pao
	Yunnan Jih Pao

CENTRAL CHINA

City	Publication
Kaifeng	Honan Jih Pao
Chengchow	Chengchow Jih Pao
Sinyang, Honan	Yu Nan Jen Min Pao
Nanyang, Honan	Nanyang Jih Pao
Hankow	Chang Kiang Jih Pao
	Ta Kang Pao
Siangyang, Hupeh	Siangyang Jih Pao
Ichang, Hupeh	Ichang Jih Pao
Shasi, Hupeh	Shasi Jih Pao
Changsha, Hunan	Enshih Nan Pao
	Min Chu Pao
Changsha	Ta Chung Wan Pao
Siangtan	Chien Sheh Pao
Hengyang	Hengyang Jih Pao
	Hengwang Sin Wen
Yuanling	Siang Si Jih Pao
Chaoyang	Tzu Kiang Jih Pao
	Kung Shuang Wan Pao
Changteh	Pin Hu Jih Pao

SOUTH CHINA

City	Publication
Kwangchow	Nan Fang Jih Pao
	Mai Jih Lun Tan
	Kuo Hua Pao
	Yueh Hua Pao
Sanpu, Kwangtung	Yueh Chung Jen Min Pao
Kukong, Kwangtung	Pei Kiang Jih Pao
Nanchang	Kiangsi Jih Pao
Kiukiang	Kiukiang Jih Pao
	Hsing Pao
Shangyao	Kan Tung Pei Jih Pao
Kanhsien	Kan Si Nan Jih Pao
Kingteh, Kiangsi	Fowlaing Jih Pao
Ichun, Kiangsi	Yuanchow Pao
Kian, Kiangsi	Kian Jih Pao
Waiyeung, Kwangtung	Tung Kiang Jih Pao
Tungkun, Kwangtung	Li Ming Pao
Hingning, Kwangtung	Sin Hing Jih Pao
Chan Kiang	Nan Lu Jen Min Pao
Chungshan, Kwangtung	Chien Chung Jih Pao
Chao An, Kwangtung	Tse You Han Kiang
Kongmoon, Kwangtung	Sin Chung Pao
Swatow, Kwangtung	Sing Hua Jih Pao
	Tuan Chi Pao
Yeungkong, Kwangtung	Hanyang Jih Pao
Cheung Nan, Hainan Island	Tsien Tsin Pao
Nanning, Kwangsi	Kwangsi Jih Pao
Kweilin, Kwangsi	Kwei Pei Jih Pao
Liuchow, Kwangsi	Liuchow Jih Pao
Wuchow, Kwangsi	Chien Sheh Jih Pao
Yuehling, Kwangsi	Mai Jih Sin Wen

HONG KONG

Publication	Circulation	Publisher
ENGLISH		
South China Morning Post	.....	F. P. Franklin
China Mail	.....	S. A. Gray
Sunday Post-Herald	.....	Affiliated with Morning Post
Hongkong Standard	.....	Aw Boon Haw
CHINESE DAILIES		
Wah Kiu Yat Pao	30,000	Shum Wai Yau
Sing Tao Jih Pao	12,000	Aw Boon Haw
Kung Sheung Daily News	30,000	Wu Dit Ng
Hongkong Times	10,000	Hsu Hsiao Yen
Chi Yin Yat Pao	22,000	Yiu Sheung Kun
Sing Pao Daily News	25,000	Wang Yuk Ting
Ta Kung Po	7,000	Fai Yee Ming
Wen Wei Pao	5,000	Li Chi Yung
CHINESE EVENING		
Wah Kiu Man Pao	9,000	Affiliated with Wah Kiu Yat Pao
Sing Tao Man Pao	17,000	Affiliated with Sing Tao Jih Pao
Kung Sheung Man Pao	10,000	Affiliated with Kung Sheung Yat Pao
Chung Sing Man Pao	7-12,000	Hsia Ching Pin

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

HONG KONG—Continued

Publication	Circulation	Publisher
New Life Evening Post	12,000	Lay Moon
The New Evening Post	15,000	Wen Yum Kwong

FORMOSA TAIWAN

City	Newspaper	Publisher	Chief Editor
Taipei	Central Daily News	Yuan Yi-cheng	Chien Cheng
	Hsin Sheng Pao	Shieh Tung-min	Wang Teh-hsing
	China Daily News	Lien Cheng-tung	Chao Hsiao-chi
	Kung Lun Pao	Li Wan-chu	Ni Shih-tan
	United Daily News	Lin Ting-li	Lui Chong-ping
	Youth Warriors' News	Hsiao Tou-yin	Yeh Tsu-yin
	Hwa Pao	Chu Ting-yun	
	Mandarin Daily News	Hung Yen-chu	Tseng Hsien-huan
	Chen Hsin News	Yu Chi-chung	Fan Chien-ping
	Workers' News	Chen Tian-shun	Tsai Shiao-po
	Express News (English)	Tseng Hsu-pai	Tseng En-po (Eddie)
	China News (English)	Cheng Nan-wei (Stanway)	Cheng Nan-wei (Stanway)
	China Post (English)	Yu Meng-yen (Nancy)	Yu Meng-yen (Nancy)
	Chin Chung Pao	Chiang Chien-jen	Liu Lin-yu
	Dah Hwa Evening News	Keng Shu-yeh	Hsieh Hsin-yun
	Min Tzu Evening News	Wang Ti-wu	Sung Yang-kao
	Tse Li Evening Post	Li Yu-chiai	Wang Chien-min
Keelung	Min Chun Daily News	Li Jui-piao	Ling Chao-hwa
	Eastern Daily News	Chow Shih-kwan	Liang Shu-li
Taichung	Min-Sheng Daily News	Shu Cheng	Huang Ju-yun
	New China Post	Hsiao Po-chin	
Chiai	Shang Kung Daily News	Chien Chieh	
Kaohsiung	Tse Chiang Evening Post	Lo Hsien-chin	Li Fo-sheng
Taitung	Tai Tung Hsin Post	Wu Ju-ping	
Hua Lien	Heng Sheng Pao	Shih Yun-yi	Chen Hsian
	East Taiwan Daily News	Wu Wan-kun	Tseng Chi-tung
Peng Hu	Chien Kuo Daily Post	Chen Huan-tsai	

CHEKIANG

Ta-Chen	Kiang Che Daily Post	Fang Kung-fo	

FUKIEN

Kinmen	Cheng Chi Chung Hua Post	Chang Min-kun	Tsao Yi-fan

INDIA

City and Newspaper	Language	Editor	Advt. Manager
ASSAM			
GAUHATI			
The Assam Tribune	English	L. N. Phookan	S. N. Banerjee
Nutan Assamiya	Assamese	K. N. Hazarika	I. K. Bezbarua
SILCHAR			
Janashakti	Bengali	B. K. Chaudhary	N. Gupta
BIHAR			
PATNA			
Aryavarta	Hindi	S. K. Thakur	Dineshwar Jha
Evening News	English	S. N. Jha	Dineshwar Jha
Indian Nation	English	Dr. Sachin Sen	Dineshwar Jha
Navarashtra	Hindi	D. V. Sastri	P. P. Sinha
Pradeep	Hindi	R. S. Sharma	A. K. Panday
Rashtravani	Hindi	J. K. Sinha	
Sade-e-aam	Urdu	S. N. Haider	S. H. Raza
Search Light	English	M. S. M. Sharma	A. K. Panday
BOMBAY			
AHMEDABAD			
Gujarat Samachar	Gujarathi	K. M. Mehta	Deepak Ads. Ltd.
Loknad	Gujarathi	N. Desai	Deepak Ads. Ltd.
Prabhat	Gujarathi	K. Kothari	B. Bharwada
Sandesh	Gujarathi	N. C. Bodiwala	M. Gandhi
Sevak	Gujarathi	P. D. Brahmabhatt	M. Gandhi
BARODA			
Jaya Gujarat	Gujarathi	Jayant Kumar Yegnik	
Loksatta	Gujarathi	S. R. Sheth	K. H. Sur
Shri Sayaji Vijaya	Gujarathi	M. A. Doctor	M. M. Doctor
BOMBAY			
Aftab Daily	Urdu	Z. Ansari	H. Akrami
Ajmal	Urdu	M. Harris	Khan Saheb
Bombay Chronicle	English	E. W. Ewing	J. B. Vyas
Bombay Samachar	Gujarathi	S. P. Kapadia	K. M. Suntoke
Bombay Sentinel	English	E. W. Ewing	J. B. Vyas
Chitra	Marathi	C. Shah	
Evening News of India	English	Frank Moraes	A. Mendieta
Free Press Bulletin	English	M. Swaram	B. S. Neelakantan
Free Press Journal	English	M. Swaram	B. S. Neelakantan
Hilal Daily	Urdu	Ali Bahadur Kahn	M. M. Kalia
Hindustan	Sindhi	H. Karamchand	M. Chuhbrmol
Hindustan Daily	Urdu	U. N. Osmani	Mohd. Jafer
Inquilab	Urdu	A. H. Ansari	Sohel Effendi
Iqbal	Urdu	S. S. Jaffri	M. S. A. Jaffri
Jamhoowat	Urdu	H. A. Ghazi	W. A. Chishti
Janashakti	Gujarathi	R. Mehta	B. S. Nilakantan
Jam-e-Jamshed	Gujarathi	A. P. Marzban	R. K. Daruwalla
Janmabhoomi	Gujarathi	M. Mehta	
Khilafat Daily	Urdu	Z. H. Farooqi	M. A. Ghafoor
Lokamanya	Marathi	P. V. Gadgil	Janmabhoomi Advts.
Loksatta	Marathi	Mahajani	M. G. Menon
Navabharat Times	Hindi	R. Vidyalankar	A. Mendieta
Navakal	Marathi	Y. K. Khadilker	
Navashakthi	Marathi	D. N. Nadkarni	B. S. Neelakantan
Sandhyakal	Marathi	P. V. Limaye	
Times of India	English	Frank Moraes	A. Mendieta
Vishwamitra	Hindi	S. L. Tripathi	J. K. Varma
HUBLI			
Navayug	Kannada	T. R. Neswit	S. K. Deshpande
Samyukta Karnatak	Kannada	H. R. Moharray	H. R. Prohit
Vishal Karnatak	Kannada	P. Puttappa	
KOLHAPUR			
Satyavadi	Marathi	B. A. Patil	
NASIK			
Gavakari	Marathi	D. S. Potnis	R. G. Shukla
POONA			
Daily Kal	Marathi	S. R. Date	R. K. Mahajan
Dainik Bharat	Marathi	B. G. Bapat	N. N. Gokhale
Lokashakti	Marathi	Sankar Rao Deo	
Poona Daily News	English	T. V. Parvate	C. H. Gandhi
Sakal	Marathi	N. B. Parulekar	H. V. Tadphale
SHOLAPUR			
Sholapur Samachar	Marathi	B. N. Jakhal	A. V. Jakhal
Sudarsan	Marathi	S. M. Kalyanshetti	M. S. Kalyanshetti
SURAT			
Gujerat	Gujarathi	R. C. Desai	G. R. Desai
Gujeratmitra	Gujarathi	P. U. Reshamwala	D. N. Desari
Pratap	Gujarathi	K. K. Shelat	J. J. Doctor
DELHI			
DELHI			
Al Jamait	Urdu	U. Farqulette	D. R. Wadhawan
Amarbharat	Hindi	B. P. Madahv	G. L. Kapoor
Bandemataram	Urdu	S. M. S. Sawney	P. Bishan
Daily Hind	Urdu	R. L. Varma	M. P. Mathur
Daler Khalsa	Gurumukhi	S. G. S. Gurumukh	S. J. S. Bhatia
Janasatha	Hindi	I. V. Vachaspati	J. S. Batnagar
Navabharat Times	Hindi	M. Bhagaria	
Tej	Urdu	J. Akhtar	J. C. Bawa
Times of India	English	Frank Moraes	A. Mendieta
NEW DELHI			
Hindustan	Hindi	M. B. Varma	Kashmiri Lal
Hindustan Times	English	Devadas Gandhi	Kashmiri Lal
H. T. Evening News	English	Devadas Gandhi	Kashmiri Lal
Milap	Urdu	Ranbir	R. D. Chopra
Pratap	Urdu	K. Narendra	D. B. Paul
Statesman	English	G. A. Johnson	D. M. Harris
Vishvamitra	Hindi	Pt. H. Dwivedi	N. K. Agrawal
PUNJAB			
AMBALA			
Tribune	English	J. Natarajan	R. R. Sarma
AMRITSAR			
Khalsa Sewak	Punjabi	S. K. Singh	G. S. Jasujia
Sheri-i-Bharat	Hindu-Urdu	G. S. Dhillon	D. Rampaul
Virbharat	Urdu	S. K. Hasti	L. M. Mahajan
JULLUNDUR			
Ajit	Urdu	S. S. Hamdard	Shadi Singh
Akali Patrika	Punjabi	S. Shadi Singh	I. S. Giani
Hind Samachar	Urdu	J. N. Chopra	R. B. Chopra
Prabhat	Urdu	N. C. Nas	K. N. Kaura
Preet	Urdu	Mohanlal	T. C. Kanwal
MADHYA PRADESH			
NAGPUR			
Hitavada	English	A. D. Mani	K. S. Bharadwaj
Jai Hind	Hindi	Pt. K. Dixit	
Lokmat	Hindi	R. A. Upadyayah	M. P. Shrivastav
Maharashtra	Marathi	P. D. Dhawale	B. G. Ogale
Nagpur Times	English	K. P. Narayanan	A. G. Sheorey
Navabharat	Hindi	R. G. Maheswari	M. R. Surjan
Tarun Bharat	Marathi	G. T. Madkholkar	W. R. Laghate
Yughadarma	Hindi	K. S. Saxena	D. S. Gore
MADRAS			
CALICUT			
Mathrubhumi	Malayalam	K. P. Kesava Menon	N. K. Nair
Powrasakthi	Malayalam	K. Abu Baker	
COIMBATORE			
Nava India	Tamil	P. R. Ramakrishnan	G. V. Naidu
MADRAS			
Andhra Patrika	Telugu	S. Sambu Prasad	S. Brahmavya
Andhra Prabha	Telugu	N. Venkateswara Rao	M. Subba Rao
Bharat Devi	Tamil	Bhaktavatsalem	
Dinamani	Tamil	A. N. Sivaraman	P. V. Ramaswamy
Dina Thanthi	Tamil	S. B. Adithyan	R. Somasundaram
Hindu	English	K. Srinivasan	R. Narayanan
Indian Express	English	Ramnath Goenka	C. A. Narayanan
The Mail	English	A. A. Hayles	V. V. Raman
Swadesamitran	Tamil	C. R. Srinivasan	N. Ramaswamy
Viduthalai	Tamil	K. A. Mani Ammiar	M. G. Rajan
MADURAI			
Dina Seithi	Tamil	R. Nagarajan	S. Somasundaram
Tamilnadu	Tamil	K. Tayagarajan	K. Parthasarathy
Thanthi	Tamil	S. B. Adithyan	R. Somasundoram
ORISSA			
CUTTACK			
Eastern Times	English	B. C. Mahanti	K. Mohapatra
Mathrubhumi	Oriya	B. K. Kar	N. Das
Prajatantra	Oriya	C. Panigrahi	B. Paride
Samaj	Oriya	Radhananth Rath	N. Das
UTTAR PRADESH			
AGRA			
Sainik	Hindi	B. S. Bhadoria	
Sandesh	Hindi	B. Singh	S. N. Mudgal
Ujala	Hindi	G. C. Kela	M. L. Maheshwari
ALLAHABAD			
Amrit Patrika	Hindi	V. Bhaskar	J. N. Banerjee
Amrita Bazar Patrika	English	T. K. Ghosh	J. N. Banerjee
Bharat	Hindi	S. S. Daval Srivatsava	Pt. S. Pandey
Leader	English	H. I. Dutt	B. R. Mehta
BENARES			
Aj	Hindi	B. V. Paradkar	Shyam Das
Sanmarg	Hindi	G. S. Mishra	B. N. Sen Gupta
Sansar	Hindi	Pt. K. Shastri	S. N. Prasad
KANPUR			
Citizen	English	S. P. Mehra	P. C. Kapoor
Jagran	Hindi	P. Verma	G. D. Gupta
Pratap	Hindi	S. C. Bhattacharya	K. D. Dalakoti
Quami Akhbar	Urdu	M. M. Ishaq Ilmi	Syed Ishaq Ali
Telegraph	English	K. V. Venkataraman	M. R. Subramanyam
Veer Bharat	Hindi	Pt. B. M. Bajpai	S. K. Jain
Vertman	Hindi	Pt. B. D. Tripathy	G. P. Misra
LUCKNOW			
Hamdam	Urdu	Habid Ansari	Mohd. Hussain
Haqiqat	Urdu	A. A. Abbasi	A. T. Alvi
Haque	Urdu	A. R. Abbasi	Shaida Ali
National Herald	English	M. Chalapathi Rao	S. R. Govila
Navajivan	Hindi	S. D. Sharma	S. D. Sharma
Quami Awaz	Urdu	H. Ansari	S. D. Sharma
Pioneer	English	S. N. Ghosh	A. T. Bose
Tanveer	Urdu	H. A. Qavi	M. R. Alavi
WEST BENGAL			
CALCUTTA			
Advance	English	G. C. Chakraberty	B. M. Chakraberty
Amrita Bazar Patrika	English	T. K. Ghosh	T. Parameswar

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DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

INDIA—Continued

City and Newspaper	Language	Editor	Advt. Manager
CALCUTTA—Continued			
Ananda Bazar Patrika	Bengali	C. K. Bhattacharjee	J. C. Gupta
Asre-Jadid	Urdu	A. K. Sidiqui	S. M. Hamid
Basumati	Bengali	U. N. Banerjee	B. C. Ghose
Desh Darpan	Punjabi	N. Singh Talib	L. Singh Bir
Hindustan Standard	English	S. K. Basu	J. C. Gupta
Jagriti	Hindi	J. C. Himkar	M. L. Das
Janasevak	Bengali	A. Gaosh	
Jugantar	Bengali	V. Mukherji	J. Dasgupta
Lokmanya	Hindi	M. Chaturbedi	B. B. Mukerjee
Lokasevak	Bengali	B. L. Chatterjee	Raman Roy
Rozana Hind	Urdu	G. S. Figar	H. Bhai
The Statesman	English	G. A. Johnson	D. M. Harris
Viswabandhu	Hindi	B. K. Sinha	A. K. Sinha
Vishwamitra	Hindi	Pt. M. Pathak	N. K. Agarwala
BHOPAL			
BHOPAL			
Daily Afkar	Urdu	A. R. Rushdi	I. Arif
Daily Nadeem	Urdu	S. Q. Hasan	Mohd. Muslim
HYDERABAD, DN.			
HYDERABAD			
Golkonda Patrika	Telugu	N. N. Reddy	K. Ramulu
Nai Zindagi	Urdu	J. N. Sherman	R. S. Sharma
Payam	Urdu	A. Hassan	M. A. Khan Akhtar
Rahnuma-E-Deccan	Urdu	M. M. Hassan	S. M. Hassan
SECUNDERABAD			
Daily News	English	C. S. Naidu	M. R. Chari
Hyderabad Bulletin	English	J. Motilal	K. S. Murthy
Newlife	English	S. K. Vaishampayar	V. R. Ponde
Deccan Chronicle	English	K. R. Pattabiram	D. N. Gupta
KASHMIR			
JAMMU			
Daily Chand	Urdu	N. D. Nargis	J. Sharma
Ranbir	Urdu	M. R. Saraj	
SHINAGAR			
Desh	Urdu	S. L. Sharma	D. Bhandu
Khidmat	Urdu	Pt. N. L. Wattal	
Navayug	Urdu	N. L. Wattal	Trilok Nath
MADHYABHARAT			
INDORE			
Indore Samachar	Hindi	P. Vijay	
Jagaran	Hindi	E. C. Jain	M. L. Jain
Nav Prabhat	Hindi	Y. S. Kushwah	S. Bajpai
Nai Duniya	Hindi	R. Barpute	N. Tiwari
MYSORE			
BANGALORE			
Daily News	English	P. R. Ramiya	T. S. Krishna Sastry
Daily Post	English	S. V. Govindarajan	J. R. Cambell
Daily Pasban	Urdu	H. M. Ismail Tabish	Usman Azad
Deccan Herald	English	Pothen Joseph	K. P. Krishnamurthy
Deshabandhu	Kannada	N. S. S. Sastry	A. V. V. Rao
Janavani	Kannada	G. S. N. Somayaji	K. S. R. Rao
Prajavani	Kannada	T. S. R. Rao	K. P. Krishnamurthy
Samyukta Bharat	Kannada	H. Srikantiah	
Tainadu	Kannada	P. B. Srinivasan	T. S. Krishna Sastry
Viswakarnataka	Kannada	N. S. Venkoba Rao	
RAJASTHAN			
AJMER			
Miran	Hindi	Ambalal Mathur	M. R. Bhadradri
Navajyoti	Hindi	D. P. Choudhary	H. C. Jain
JAIPUR			
Jagrit Daily	Hindi	K. S. Narang	G. B. Singh
Lokavani	Hindi	J. L. Jain	
Rajasthan Chronicle	English	K. S. Warang	
Rashtradoot	Hindi	H. Sharma	P. N. Dugal
SAURASHTRA			
RAJKOT			
Azad Kutch	Gujarathi	P. Shah	P. C. Shah
Jai Hind	Gujarathi	N. L. Shah	V. G. Sejpal
Nutan Saurashtra	Gujarathi	J. R. Rawal	L. R. Rawal
Phul Chhab	Gujarathi	N. M. Shah	N. M. Shah
TRAVANCORE-COCHIN			
ERNAKULAM			
Deepam	Malayalam	Thomas Cheryan	
Deenabandhu	Malayalam	K. P. Madhavan Nair	K. K. Nair
Malabar Mail	Malayalam	T. Veluthedath	J. Mathew
Pournaneethi	Malayalam	E. A. Muamby	J. N. Pereira
KOTTAYAM			
Deepika	Malayalam	Fr. Romeo Thomas	
Kerala Bushanam	Malayalam	A. V. George	P. Z. Punnoos
Malayalam Manorama	Malayalam		N. M. Abraham
Powradwani	Malayalam	K. M. Chacko	
QUILON			
Malayala Rajyam	Malayalam	N. C. Nair	N. Balakrishnan Nair
Prabhatam	Malayalam	Thangal Kunju	
TRICHUR			
Express	Malayalam	K. Krishnan	M. T. John
Gomathi	Malayalam	K. V. R. Nair	
TRIVANDRUM			
Kerala Kaumudi	Malayalam	K. Sukumaran	

INDONESIA

City	Name of Paper	Language
Ampenan	Lombok Baru	Indonesian
Balikpapan	Tugas	Indonesian
Bandung	Harian Indonesia	Indonesian
	Pikiran Rakjat	Indonesian
	Sipatahunan	Sundanese
	Algemeen Indisch Dagblad	Dutch
	De Preanger Bode	Dutch
Bandjarmasin	Indonesia Merdeka	Indonesian
	Kalimantan Berdjoang	Indonesian
	Pengharapan	Indonesian
Bukittinggi	Berita Harian Sumatra Tengah	Indonesian
Denpasar	Berita Nusantara	Indonesian
	Suaro Indonesia	Indonesian
Djakarta	Abadi	Indonesian
	Indonesia Raya	Indonesian
	Merdeka	Indonesian
	Pemandangan	Indonesian
	Pedoman	Indonesian
	Sumber	Indonesian
	Java Bode	Dutch
	Nieuwsblad voor Indonesi	Dutch
	Nieuwsgier	Dutch
	Keng Po	Indonesian
	Sin Po	Indonesian
	Suara Rakjat	Indonesian
	Sin Po	Chinese
	Sheng Hwo Pao	Chinese
	Thien Sung Yit Po	Chinese
	Tse Yu Pao	Chinese
	Daily Bulletin	English
	Times of Indonesia and Indonesian Observer	English
Gorontalo	Kesatuan	Indonesian
Jogjakarta	Kedaulatan Rakjat	Indonesian
	Nasional	Indonesian
Kupang	Medan Pertemuan	Indonesian
Kutaradja	Berita	Indonesian
	Pembimbing	Indonesian
	Tegas	Indonesian
Makaszar	Marhaen	Indonesian
	Pedoman Rakjat	Indonesian
	Peristiwa and Rakjat berdjoung	Indonesian
	Makassaarse Courant	Dutch
	Daily Telegraph	Chinese
Malang	Suara Masjarakat	Indonesian
	Malang Post	Indonesian
Medan	Mestika	Indonesian
	Mimbar Umum	Indonesian
	Pendorong	Indonesian
	Waspada	Indonesian
	Het Nieuwsblad voor Sumatra	Dutch
	Min Tjo Djit Po	Chinese
	New China Times	Chinese
	Sumatra Bin Poh	Chinese
	The Sumatra Times	Chinese
Menaedo	Pikiran Rakjat	Indonesian
Padang	Haluan	Indonesian
	Penerangan	Indonesian
Palembang	Pikiran Rakjat	Indonesian
	Suara Rakjat Sumatra	Indonesian
	Kiau Paou	Indonesian
Pamekasan	Santapan Harian	Indonesian
	Dagblad voor Zuid Sumatra	Dutch
Pare-Pare	Bergerak	Indonesian
Pontianak	Suasana	Indonesian
	Terompet	Indonesian
	Utusan Rakjat	Indonesian
Semarang	Utusan Nasional	Indonesian
	Suara Merdeka	Indonesian
	Tanah Air	Indonesian
	Pantja Sila	Javanese
	De Locomotief	Dutch
	Sin Min	Indonesian
Sibolga	Penerbitan Djapen	Indonesian
	Suara Nasional	Indonesian
Surabaja	Harian Umum	Indonesian
	Suara Rakjat	Indonesian
	Java Post	Indonesian
	Perdamaian	Indonesian
	Pewarta Surabaja	Indonesian
	Trompet Masjarakat	Indonesian
	Espres	Javanese
	De Nieuwe Courant	Dutch
	Chinese Daily News	Chinese
	Tay Kong Siang Poo	Chinese
	Tsing Kuang Daily Press	Chinese
Surakarta	Dwi Warna	Indonesian
Tandjung Pinang	Berita Riau	Indonesian
Ternasé	Harian Rakjat	Indonesian
Tomohon	Pantja Sila	Indonesian

JAPAN

Shimbun—Press; Keizai—Economics; Sekai—World; Shashin—Photograph; Nikkan—Daily; Seiji—Politics; Nippo—Daily; Nichinichi—Daily; Nippon—Japan; Shimpo—Press; Yukan—Evening Paper; Miyako—City; Kogyo—Industry; Shin—New; Mainichi—Daily; Tsushin—News Service; Ku—Ward. Circulation figures dated November 1, 1953.

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
CHUBU AREA				
Atami	Izu Mainichi Shimbun (m)	5,000	Masujiro Miura	
Gifu	Gifu Times (m)	127,000	Takeo Yamada	Shimasaburo Kawade
	(e)	74,000	Kosuke Sakaida (Ed.Mgr.)	
	Evening paper being issued as "Tokai Yukan"			
	Gifu Yukan (e)	30,000	Tadao Inaba	
Hamamatsu	Hamamatsu Mimpo (e)	23,000	Kenichi Matsui	
Handa	Tokai Mimpo (m)	8,955	Koichi Tomino	
Ichinomiya	Ichinomiya Times	4,200	Takeshi Takahashi	
Iida	Iida no Shimbun	4,800	Shigekazu Kumagai	
	Nanshin Jiji Shimbun (e)	3,000	Saburo Nakajima	
	Shinshu Nippo	4,700	Asui Yamada	
Ina-	Ina Times (e)	5,000	Taro Nakamura	
Ito	Shimin Shimbun (m)	5,200	Jun Sato	
Kofu	Yamanashi Nichinichi (m)	50,000	Jiro Noguchi, Shizuka Kobayashi (Ed. Mgr.)	Hisao Fukazawa
	Yamanashi Jiji Shimbun (m)	45,000	Nagao Ono, Taira Fuji (Ed. Mgr.)	Takeo Tezuka
	Yamanashi Mainichi Shimbun (e)	10,000	Senzo Yamada	
Mishima	Tosei Mainichi Shimbun (m)	3,500	Takefusa Watanabe	
Nagano	Shinano Mainichi Shimbun (m)	215,300	Takeo Kosaka	Akira Shibukawa
	(e)	108,500	Toshiteru Ishihara (Ed.Mgr.)	
Nagoya	Asahi Shimbun		Nagataka Murayama, Yasubumi Kato, Ryohei Matsuo (Ed. Mgr.)	Sueo Shimizu
	Mainichi Shimbun (m)	258,000	Chikao Honda	Sukeo Tomonaga
	(e)	184,025	Katsuro Sakada	
	Chubu Keizai Shimbun (m)	99,000	Kooji Nomura, Takeo Kato (Ed.Mgr.)	Sueo Kurahashi
	Nagoya Times (e)	147,120	Tsutomu Nakane, Hiroyoshi Ito (Ed. Mgr.)	Haruo Kato
	Chubu Nippon Shimbun (m)	970,000	Aichi Yora	Shoichi Katoo (Bus.)
	(e)	819,000	Iwao Kameyama (Ed. Mgr.)	Taneyoshi Suwabe (Ad.)
Nishi-machi	Mikawa Shimpo (m)	7,000	Ryoji Tomita	
Numazu	Nikkan Numazu Nichinichi Shimbun (e)	20,000	Shigeru Tamura	
Ogaki	Tokai Nichinichi Shimbun (e)	5,000	Yojiro Takada	
Okaya	Okaya Shimin Shimbun (m)	4,500	Kooji Satsuma	
	Shinshu Jiho (m)	10,000	Yataro Katakura	
Okazaki	Aichi Shimbun (m)	12,000	Yoshihisa Uchida	
	Tokai Shimbun (m)	9,500	Kinnosuke Sakakibara	
Seto	Tokai Minsei Shimbun (e)	10,000	Yoshitaka Yamanouchi	
Shimosuwa-machi	Minsei Shimbun (m)	3,500	Kooji Kawanishi	
	Shimosuwa Shimbun (m)	2,200	Koozo Satsuma	
Shizuoka	Shizuoka Mimpo (m)	37,750	Soo Watanabe, Shoichi Hara (Ed. Mgr.)	Mesayosi Odate
	Shizuoka Shimbun (m)	104,000	Mitsunosuke Ooishi	
	(e)	105,352	Komei Shigeta (Ed. Mgr.)	Kiyotaka Imai
Suwa	Nanshin Nichinichi Shimbun (e)	30,000	Takusaburo Misawa, Tahachiro Kondo (Ed. Mgr.)	Jugoro Kurokoochi
Tatsunomachi	Ihoku Katei Shimbun (e)	2,500	Kozo Satsuma	
Toyohashi	Chubu Nichinichi Shimbun (daily)	15,000	Mitsuhiro Kondo	
	Tozan Shimbun (m)	5,000	Eiichiro Sugita	
Ueda	Shinshu Mimpo (e)	4,000	Shutaro Fujinaka	
Yoshiwara	Fuji News (m)	14,200	Kanji Kogushi (Ed. Mgr.)	
CHUGOKU AREA				
Hiroshima	Chugoku Shimbun (m)	350,000	Jitsuichi Yamamoto	Akira Yamamoto
	(e)	183,000	Shigetoshi Itokawa (Ed.Mgr.)	Minoru Hamasaki
	Geibi Shimbun (m)	35,000	Gampaku Iwashima	

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

JAPAN—Continued

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Izumo	San 'in Minshu Nippo	3,000	Zennosuke Kodama	
Kurashiki	Kurashiki Shimbun (e)	7,000	Yukio Yamamoto	
Kure	Chugoku Nippo (e)	3,500	Ryuzo Hironaka	
Matsue	San 'in Shimpo (m)	50,000	Choemon Tabe	
	(Yukan San 'in) (e)	20,000	Sei Ito (Ed. Mgr.)	Kiyosi Ookubo
Okayama	Sanyo Shimbun (m)	251,020	Iwaji Kooso	Taro Kanehira
	(e)	219,500	Zenzo Uno (Ed. Mgr.)	
	Yukan Okayama (e)	67,000	Kishiro Hoshijima	Hayasi Okazaki
			Yasunori Noriyama (Ed. Mgr.)	
	Okayama Shimbun (e)	7,000	Seido Komatsu	
Shimonoseki				
	Kanmon Hochi Shimbun (e)	9,000	Yasuya Yoshinaga	
Tottori	Nihonkai Shimbun (m)	31,229	Seiichi Kimura	Shiro Kuramitsu
			Sumio Shioda (Ed. Mgr.)	
Tsuyama	Sakushu Nippo (e)	7,500	Minoru Oota	
	Tsuyama Asahi Shimbun (e)	12,500	Takuya Fukuda	
Uji	Nikkan Ubenichi (e)	12,550	Kiyoshi Fujii	
Yamaguchi	Boocho Shimbun (m)	56,000	Kenji Sasaki	Yoshiro Fuura
	(e)	37,500	Katsuich Takechi (Ed. Mgr.)	
	Yukan Yamaguchi (e)	6,000	Kooryo Murata	
Yonago	San'in Nichinichi Shimbun (m)	35,000	Akiro Kato	Gentaro Kadowaki
			Saburo Tsuboi (Ed. Mgr.)	
HOKKAIDO AREA				
Abashiri	Abashiri Shimbun (m)	8,500	Hisashi Sato	
	Abashiri Shimpo (m)	7,000	Yuukichi Sasaki	
Asahikawa	Hokkai Nichinichi Shimbun (m)	145,000	Arinobu Kanawa	Shuji Kato
			Eishi Yokoyama (Ed. Mgr.)	
Kitami	Kitami Nichinichi Shimbun	4,500	Kiyohiro Kobayashi	
	Kitami Shimbun (e)	8,200	Hisashi Tada	
Muroran	Muroran Mainichi Shimbun	3,000	Shuhei Yamamoto	
	Muroran Mimpo (e)	42,000	Kinjiro Tanimura	Keisuke Tsutsui
			Futami Tsuji (Ed. Mgr.)	
Obihiro	Hokumon Shimpo (e)	9,300	Toshio Sayanagi	
	Tokachi Mainichi Shimbun (e)	7,500	Katsumi Hayashi	
Rumoe	Rumoe Times (m)	9,412	Michitada Saito	
Sapporo	Hokkaido Shimbun (m)	683,000	Shizuo Abe	
	(e)	681,000	Semmatsu Ishizawa (Ed. Mgr.)	Isao Nakano
	Hokkai Times (m)	261,000	Kichijiro Kikuchi	Inao Hashi (Bus. Mgr.)
	(e)	260,000	Shigemi Nagasawa (Ed.Mgr)	Shoji Shibagaki (Adv. Mgr.)
Tomakomai	Tomakomai Mimpo (e)	4,892	Yoshikatsu Miyamoto	
Wakkanai	Nikkan Sooya (m)	5,000	Toichi Fukuda	
HOKURIKU AREA				
Fukui	Fukui Shimbun (m)	88,000	Ensuke Yoshida	Koo Kamiyama
	(e)	21,000	Riichi Fujii (Ed. Mgr.)	
Kanazawa	Hokkoku Shimbun	186,000	Yasuji Saga	Yokichi Miyashita
			Yoichiro Ishiji (Ed. Mgr.)	
	Hokuriku Shimbun (m)	35,070	Katsuji Mura	Katsnji Mura
	(e)	25,000	Jiro Asada (Ed. Mgr.)	
Niigata	Niigata Nippo (m)	196,000	Jiro Nishimura	Torasaburo Ito
	(e)	87,000	Utaka Koyanagi (Ed. Mgr.)	
Sado	Sado Shimpo (m)	5,000	Tomonosuke Homma	
Takada	Takada Shimbun (e)	3,200	Genzo Ishibashi	
Toyama	Hokuriku Yukan (e)	32,050	Yooson Kitagawa	Kiyoshi Mori
			Kazuo Takiguchi (Ed. Mgr.)	
	Kitanihon Shimbun (m)	158,000	Shuzo Mura	Masaaki Takada
		65,400	Teru Nakayama	
	Toyama Shimbun (m)	61,000	Yasuji Saga	Kametaro Ichijima (Adv. Mgr.)
	(Yukan Toyama Shimbun) (e)	61,000	Shin'ichiro Takada (Ed. Mgr.)	Kozo Nabeshima (Bus. Mgr.)
KANTO AREA				
Ashikaga	Ryomo Minyu Shimpo (e)	3,800	Yu Hirota	
Chiba	Chiba Shimbun (m)	52,346	Keizen Kobayashi	Hides Isoda
			Koojiro Takasugi (Ed. Mgr.)	
Choshi	Shoko Times	10,000	Teiji Miyauchi	
Maebashi	Joomo Shimbun (m)	71,385	Hidekichi Shinohara	
	(e)	56,921	Jumpei Oseki (Ed. Mgr.)	Shigeru Shinohara
	Jooshu Shimbun	6,000	Kingo Sato	
Misaki	Misaki Koho (e)	2,300	Hisashi Koosaka	
Mito City	Ibaragi (m)	54,000	Takeo Goto	Kura Ootake
			Suteji Oouchi (Ed. Mgr.)	
Odawara	Shinsei Mimpo (m)	4,000	Yoonosuke Tanaka	
Kawagoe	Nikkan Saitama (m)	25,000	Torima Sunaga	
Tateyama	Nikan Booso Shimbun		Jiro Oshimoto	
Tsuchiura	Joyo Shimbun (m)	6,600	Ken'ichi Iwanami	
	Miyako Shimbun (m)	5,000	Shinji Oguchi	
Urawa	Saitama Shimbun (m)	35,000	Sanshi Iwata	Akira Fujimoto
			Gisaburo Saruyama (Ed. Mgr.)	
Utsunomiya	Shimotsuke Shimbun (m)	73,000	Takeshiro Fukushima	Takeshiro Fukushima
	Tochigi Shimbun (m)	63,000	Kakuma Kamakura (Ed. Mgr.)	Kaheiji Sakomato
			Juuro Kubo (Ed. Mgr.)	
Yokohama	Kanagawa Shimbun (m)	109,600	Hideo Sasaki	Gisuke Hasegawa
			Hamkicki Masuda (Ed. Mgr.)	
KINKI AREA				
Gobo-machi	Kishu Shimbun	5,326	Takeo Genji	
Hikone	Hikone Yuukan	4,000	Kajiro Tauguchi	
	Nikkan Koto Hochi Shimbun (e)	5,000	Joobu Tokunaga	
Himeji	Chugoku Nichinichi Shimbun (e)	5,000	Kentaro Yamamoto	
Kainan	Kainan Shimbun (m)	3,700	Shuuji Sumita	
Kobe	Kobe Shimbun (m)	295,474	Kanji Tanaka	Kanji Doi
	(e)	224,181	Sho Nakamura (Ed. Mgr)	
	Shinko Shimbun	112,000	Shigekazu Takeuchi	Shohei Arimoto
			Keiji Ogura (Ed. Mgr)	
Kyoto City	Chugai Nippo	14,246	Seijun Makei	
	Kyoto Shimbun (m)	223,000	Kokyo Shiraishi	Kiyoshi Ishimaru
	(e)	227,430	Tamemasa Hidaka (Ed. Mgr.)	Tetsuzo Yazuoka
	Miyako Shimbun (e)	67,357	Seijiro Naito	Haijime Tatibana
			Hisao Kurasige (Ed. Mgr.)	
	Yukan Kyoto (e)	64,724	Mitsutaro Yamaguchi	Yasoji Yoshimura
			Etsuzo Ogino (Ed. Mgr.)	
	Yamato Times (e)	25,000	Takeshi Imanishi	Jiro Tanaka
			Takeshi Imanishi (Ed. Mgr.)	
Ootsu	Shiga Shimbun (m)	14,000	Etsuzo Okumura	Kanji Nagasaka
			Ichirobei Kusano (Ed. Mgr.)	
Shingu	Kinan Shimbun (m)	6,000	Masumi Maekawa	
	Kumano Shimbun (e)	5,000	Kaname Kakamura	
Tanabe	Kii Mimpo (m)	6,200	Shujiro Koyama	
Tsu	Ise Shimbun (m)	57,000	Yasutaka Ohira	Aiji Ito
		31,000	Yasutaka Ohira (Ed. Mgr.)	
Uji	Yamashiro Nichinichi Shimbun (m)	2,000	Shigeru Morimoto	
Wakayama	Wakayama Shimbun (m)	23,000	Asajiro Ura	Hiroyuki Naka
			Juniti Nakano (Ed. Mgr.)	
KYUSHU AREA				
Amagi-machi	Kensei Nichinichi Shimbun (e)	12,000	Tadatoshi Mizuro	
Fukuoka	Nishinihon Shimbun (m)	772,000	Nariyuki Tanaka	Shinsuke Shiramizu
		319,000	Toshimitsu Fukuda	
Fukuoka (Continued)	Yukan Fukunichi (e)	160,429	Setsuro Nakano	Sakuzo Murayama
			Toosuke Yamauchi	
Hitoyoshi	Yukan Kyushu Mainichi Shimbun (e)	2,500	Koko Okumura	
Kagoshima	Minami Nihon Shimbun (m)	180,000	Suetaka Hatanaka	Moritaka Minesaki
	(e)	72,000	Takao Kiba (Ed. Mgr.)	
Karatsu	Karatsu Shimbun (e)	5,476	Yoshiro Miyazaki	
Kokura	Asahi Shimbun		Nagataka Murayama	Kumaichi Nishimura
			Shin Takano	
			Ryohei Matuo (Ed. Mgr.)	
Kumamoto	Kumamoto Nichinichi Shimbun (m)	138,000	Tomito Izu	Kuniya Ozaki
	(e)	68,000	Shiro Shimada (Ed. Mgr.)	
Moji	Mainichi Shimbun (m)	733,000	Chikao Honda	Kikuo Kimoto
	(e)	345,000	Katusuro Sakata (Ed. Mgr.)	
	Shin Kyushu (m)	70,750	Shigenori Sawa	Shigenori Sawa
			Noboru Muto (Ed. Mgr.)	
Miyakonojo	Nikkan Minami-kyushu Shimbun	3,000	Kosan Uchishiro	
Miyazaki	Hiuga Nichinichi Shimbun (m)	37,200	Kiyomasa Hidaka	Urakichi Akimoto
			Hideto Nakamura (Ed. Mgr.)	
	Miyazaki Shimbun (e)	20,000	Kokkan Hamada	
Nagasaki	Nagasaki Minyu (m)	58,800	Hara Nishioka	Toyokichi Kayama
	(e)	14,440	Tosio Sakamoto (Ass't Ed. Mgr.)	
	Nagasaki Nichinichi Shimbun (m)	78,000	Ryoji Watanuki	Ichiemon Hirayama
	(e)	20,000	Rokusaburo Yamaguchi (ed. mgr)	
Nobeoka	Yukan Pocket Shimbun (e)	8,000	Goota Nishimoto	
Naogata	Chikuho Times (e)	8,900	Saburo Nishioka	
Nichinan	Nichinan Shimbun (m)	3,800	Anki Nishimura	
Ooita	Ooita Goodo Shimbun (m)	105,000	Tadashi Nagano	Hiroshi Nagano
	(e)	105,000	Ryohei Himeno (Ed. Mgr)	
Oomuta	Oomuta Mainichi Shimbun (e)	3,850	Shigeru Kanazawa	
Saga	Saga Shimbun (m)	68,000	Kuniaki Nakao	Kooji Nakao
			Tsuguo Koga (Ed. Mgr.)	
Saseho	Kyushu Jiji Shimbun (m)	25,000	Kiroshi Sajki	Tadasi Inoue
			Susumu Moroishi (Ed. Mgr.)	
Shimabara	Shimabara Shimbun (m)	9,720	Haruyo Shimizu	
OOSAKA AREA				
Oosaka	Asahi Shimbun		Nagataka Murayama	Tasaburo Yosida
			Yasufmi Kato	
			Ichiro Oka (Ed. Mgr.)	
	Kokusai Shimbun	180,000	Roosho Hayashi	
	Mainichi Shimbun (m)	1,505,000	Chikao Honda	Masaru Watanabe
	(e)	823,000	Shinji Kobayashi (Ed. Mgr.)	
	Nihon Keizai Shimbun (to be included in the Tokyo Head Office, Nihon Keizai Shimbun)			
	Oosaka Nichinichi Shimbun (e)	214,000	Juichi Ishii	Yoshiro Terahata
			Yasuhiko Tomita (Ed. Mgr)	
	Oosaka Shimbun (e)	652,000	Hisakichi Maeda	Taichi Azuma
			Kyuzaburo Yamajii (Ed. Mgr.)	
	Sangyo Keizai Shimbun (m)	1,505,000	Kyukichi Maeda	Tetsuro Nakamura
	(e)	424,930	Shoichiro Kishimoto (Ed. Mgr.)	
	Shinkansai (e)	73,000	Shojiro Ueda	Sanjiro Umeda
			Yutaro Sakurai (Ed. Mgr.)	
	Shinoosaka (e)	80,000	Yozan Enomoto	Takeshi Yagami
			Masuro Yoshimura (Ed. Mgr.)	
	Sports Nippon (m)	246,000	Ryotaro Nikuma	Katsumi Katayama
			Haruo Kiriyama (Ed. Mgr.)	
	The Mainichi	72,000	Chikao Honda	Seiichi Yamato
			Shin'ichiro Kudo (Ed. Mgr.)	
	Yamato Shimbun (e)	Unknown	Yoshiyuki Hattori	
	Yomiuri Shimbun (m)	720,000	Mitsuo Mudai	Kakuichiro Hattanda
	(e)	289,000	Toshio Kuriyama (Ed. Mgr.)	
Sakai	Minami Oosaka Shimbun (e)	8,700	Kaneaki Tanaka	
SHIKOKU AREA				
Imaharu	Iyo Shimbun (m)	30,000	Banji Hirose	
Koochi	Doyoo Shimbun	17,000	Ryukichi Nakajima	
	Koochi Shimbun (m)	126,000	Yoshiro Fukuda	Tsuruki Komatsu
	(e)	67,000	Morimasa Katada (Ed. Mgr.)	
Marukame	Nikkan Shin Nippo (m)	9,000	Ichiro Yajima	
Matsuyama	Ehime Shimbun (m)	183,868	Yooichiro Hirata	Shizumu Matsumoto
	(e)	70,328	Kiyosi Takahashi (Ed. Mgr.)	Tadasi Fujita
Niihama	Ehime Mainichi Shimbun (m)	12,500	Morizo Murakami	

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DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

JAPAN—Continued

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Takamatsu	Shikoku Shimbun (m)	64,618	Taro Hirai	Keizo Takao
	(Yukan Shikoku Shimbun) (e)	20,790	Senkichi Kondo (Ed. Mgr.)	
Tokushima	Tokushima Shimbun (m)	103,000	Shizuo Maekawa Shizuo Maekawa (Ed. Mgr.)	Niichiro Takeichi
Uwajima	Nanyo Jiji Shimbun (m)	12,000	Banji Ueno	
Yawatahama	Yawatahama Mimpo (e)	3,500	Shunba Usami	
TOKYO AREA				
Chiyoda-ku	Asahi Shimbun		Nagataka Murayama Kan'ichiro Shinobu (Ed. Mgr.)	Daizo Nagai
	Jiji Shimpo (e)	220,000	Seitoku Ito Misao Kondo & Teizo Utsumi (Ed. Mgr.)	Takeo Tahara
	Kokkai Shimbun	10,000	Saburo Kudo	
Chiyoda-ku	Mainichi Shimbun (m)	2,076,000	Chikao Honda	Yoshitaro Habu
	(e)	1,493,000	Toshio Miake (Ed. Mgr.)	
	Nikkan Kogyo Shimbun (m)	93,000	Akikuni Masuda Toshio Shirai (Ed. Mgr.)	Takeo Nakano
	Nippon Times (m)	77,000	Kiyoshi Toogasaki Yoshitane Koitabashi (Ed. Mgr.)	Miyoshi Koyasu
	Sangyo Keizai Shimbun (included in the Oosaka Head Office, Sangyo Keizai Shimbun)	1,015,000	Kyukichi Maeda Eiji Kinoshita (Ed. Mgr.)	Eikichi Araki
	Sun Shashin Shimbun (e)	161,200	Kihei Matsumura Shisaji Pakahasi (Ed. Mgr.)	Kihei Matsumura
	Sports Nippon (included in the Oosaka Head Office, Sports Nippon)	163,000	Eitaro Hirose	Shigeyuki Yenagi
	Tokyo Evening News (e)	23,000	Kimpei Shiba	
	Tokyo Nichinichi Shimbun (m)	223,000	Kichei Matsumura Shisaji Takahasi (Ed. Mgr.)	
	Tokyo Shimbun (e)	800,000	Eisuke Fukuda Sookichi Kojima (Ed.Mgr.)	Shinnosuke Yamana
	Tokyo Times (m)	279,000	Niichi Okamura Enzo Inoue (Ed. Mgr.)	Tatsuma Takao
	The Mainichi	53,006	Chikao Honda Shin'ichiro Kudo (Ed. Mgr.)	Shiro Kurumura
Chuo-ku	Hoochi Shimbun (m)	257,000	Shiro Takeuchi Shoohei Morimura (Ed. Mgr.)	Takashi Ooebara
	Japan News (m)	45,000	Godon Jenkins	
	Manchoho (e)	17,000	Kinosuke Ozu	
	Naigai Times (e)	300,000	Tsian C. K.	
	Nihon Keizai Shimbun (m)	881,751	Sadakichi Odajima	Hatsuji Kogiso
	(e)	441,000	Jiro Enjooji (Ed. Mgr.)	
	Nihon Sen'i Shimbun (m)	50,000	Jiro Hoshijima Shooan Nomura (Ed. Mgr.)	Osamu Oomori
	Noda Keizai (m)	9,052	Yutaka Noda Isao Noda (Ed. Mgr.)	Tatsuo Akashi
	Tookai Maiyu Shimbun (e)	70,000	Tetsuo Kimura	
	Tokyo Nikkan Shimbun	20,000	Keikai Koo	
	Yomiuri Shimbun (m)	2,133,000	Shooji Yasuda	Kakuichiro Hattanda
		1,585,000	Fumio Kojima (Ed. Mgr.)	
Minato-ku	Kaishin Shimbun	50,000	Hiroshi Kawagoe	
	Nikkan Sports (m)	195,000	Gen'ichi Kawada Yasuo Haruyama (Ed. Mgr.)	Hyobei Izawa
	Shakai Times (m)	50,000	Suekichi Aono Saburo Oka	Saburo Eta
	Shin Yukan (e)	150,000	Kazuyoshi Yamazaki Katundo Yosii	Katuichi Ooba
TOOHOKU AREA				
Akita	Akita Sakigake Shimpo (m)	107,000	Seiji Hitomi	Kanji Yamada
	(e)	107,000	Norizo Nishikawa	
Aomori	To-O Nippo (m)	129,000	Tetsuro Kudo	Tosio Nisizawa
	(e)	129,000	Ryunoshin Kusumi	
Fukushima	Fukushima Mimpo (m)	93,000	Sadasiro Tobisima	Shooji Itabashi
	(e)	32,000	Kenji Inayoshi	
	Fukushima Minyu (m)	45,000	Saburo Fukui	
	(e)	15,000		
Hachinohe	Daily Toohoku	15,006	Ishizo Nakajima Jiro Ooi	Kin'ichi Shimotomai
Hirosaki	Mutsu Shimpo (m)	10,000	Yakata Kasai	
Ichinoseki	Iwate Hoochi (e)	2,500	Sumio Kurosawa	
Ishinomaki	Ishinomaki Shimbun (e)	5,000	Tetsuo Wada Tsuneji Ootomo	Tatsuo Ito
Kisenuma	Miyagi Times (m)	Unknown	Sai Saito	
Kooriyama	Fukushima Nichinichi Shimbun (m)	2,500	Shuichiro Suzuki	
Morioka	Iwate Nippo (m)	103,000	Seizo Iwakame	
	(e)	103,000	Shooji Kudo	
Nihommatsu	Fukushima Chuo Shimpo (m)	8,000	Seiichi Kaine	
Noshiro	Oou Times	8,000	Michiya Shimada	
Oodate	Hokuroku Shimbun (m)	5,500	Tamijiro Noguchi	
Sakata	Dewa Shimpo (m)	3,000	Saburo Sato	
	Ryoba Asahi Shimbun	37,000	Gyokusui Abe	
Sendai	Kahoku Shimpo (m)	268,000	Jiro Ichiriki	Katujiro Hino
	(e)	104,000	Naosada Takabatake	
	Toohoku Nippo (m)	38,500	Kiichi Tada	
Sukagawa-machi	Abukuma Jiho (e)	2,000	Iku Suzuki	
	Mame Times (e)	3,000	Seiso Sagawa	
Tsuruoka	Shoonai Nippo (m)	12,000	Seiyu Miyamoto	
Yamagata	Yamagata Shimbun (m)	132,000	Yoshio Hattori	Keisuke Imaito
	(Yukan Yamagata Shimbun) (e)	70,000	Teisuke Oohira	
	Yamagata Nippo (m)	50,000	Jusaburo Goto	
	Yonezawa Shimbun (m)	6,550	Takezo Tsuji	

RYUKYU ISLANDS

OKINAWA

City	Name of Newspaper	Circulation	President Editor	Managing Director
Naha	Okinawa Times (m)	32,000	Choko Takamine	Seitoku Zayasu
	(e)	32,000	Kazufumi Uechi	
	Ryukyu Shimpo (m)	28,000	Seihaku Oyadomari	Kisa Kinjo
	(e)	28,700	Hisamitsu Takehara	
	Okinawa Nippo (m)	12,000	Sensaburo Nakasone Naokichi Kinjo	Shumo Nishihira
	Okinawa Shimbun (m)	16,000	Tokusuke Gushichan Katsunobu Tamaki	Kenzo Higa
	*Morning Star (m)	4,000	Ed Kennedy Robert Vermillion	R. Vermillion

*English language, first published 22 November 1954.

PHILIPPINE ISLANDS

Paper	Circulation	Publishing Co. or Publisher	Editor Managing Editor City Editor	Sunday Editor Sports Editor Society Editor	General Manager Business Manager Circulation Manager	Advertising Director Manager General Adv. Retail Adv. Mgr. Classified Manager	Promotion Manager Adv. Promotion Mgr. Mechanical Supt.
Bagong Buhay	18,324 (PBAC)	PSP Publications	Dionisio San Agustin (e-me) Eduardo Gregorio (ce-ne)	Conrado Baluyot (sp) P. S. Aspillera (so)	Manuel P. Manahan (gm) Virgilio Maceda (bm) Monico Pernia (cm)	Virgilio Maceda (ad) Leon Manabat (mga) Manuel Nabor (cam)	Saul Miranda (ms)
Bulletin	15,528 (PBAC)	Carson Taylor Pub.	Ford Wilkins (me) Hernando Abaya (ne)	Jimmie Lacsamana (sp) Bessie Hackett (so)	H. A. Linn (bm) Emilio Abundo (rec. treas.) Benito Esteban (cm)	H. A. Linn (ad) Mrs. D. Roseburge (cam)	Pedro Mostachio (ms)
Chinese Commercial News (Chinese)	10,000 (est.)	Yuyitung Pub., Inc.	Quintin Yuyitung (e) Rizal Yu (me)	George W. K. Wong (sp) Consuelo Sia (so)	Quintin Yuyitung (gm) Tomas Yap (cm)	Vicente K. Lay (ad) Yap Shiang (am)	Timoteo S. Hernandez (ms)
Chronicle (English)	45,601	Chronicle Pub. Eugenio Lopez	Ernesto del Rosario (e) Celso Cabrera (me) Luis R. Mauricio (ne)	Juan Gatbonton (Su) Virgilio Pantaleon (sp) Virtudes M. Guinto (so)	Eugenio Lopez (gm) Cesar Limjuco (cm)	Bien Calleja (ad cam) Bonifacio Limbo (am)	Francisco Dipasupil (pm) Gabriel Villanueva (ms)
Daily Mirror (English)	15 331 (PBAC)	Manila Times Pub. Company, Inc.	Manuel V. Villa-Real E. Aguilar Cruz Consorcio Borje (ne)	Jose Escarilla (sp) Josefina Quiambao (so)	Joaquin P Roces (gm-bm) Pedro Maglaque (cm)	Francisco Capistrano, Jr. (am)	Aquilino Niguidula (ms)
El Debate (Spanish)	8,275	Philippine Publishers, Inc.	Rafael S. Ripoll Antonio L. Serrano		Jose Perez de Tagle (bm) Federico Davantes (cm)	Luis Aunario (am)	
Evening News (English)		Evening News Pub. Company	Amadeo Dacanay (exec. ed) Vicente Martinez (ce-ne)	Zacarias Tabaniag (sp) Rosario M. Querol (so)	Marvin Gray (gm) Emilio Salazar (bm) Ramon Tagle (cm)	Emilio Salazar (mga-cam)	Zoroastro Atienza (ms)
Fookien Times (Chinese)	9,610 (PBAC)	Fookien Times Pub. Company	Cheng See Young (Mrs.) (e) Henry Tui (me)	Ang Bing Seng (sp) Mrs. Ruth Ong (so)	Go Puan Seng (gm-bm) Tan Hen Chuan (cm)	William Tan (ad) Dominador Lorenzo (am)	Segundo Diaz (ms)
Herald (English)	46,573	Philippine Publishers, Inc.	Carlos F. Nivera Felix Gonzalez	Vicente Villafranca (sp) Lourdes P. Henson (so)	Jose P. de Tagle (gm-bm) Federico Davantes (cm)	Jose P. de Tagle (ad-cam)	Jose Prollamante (prod. m)
Kong Li Po (Chinese)	5,000 (est.)	Kong Li Po Pub. Company	Chang Ha Tzi (e) Cse Yu Cze (ce)	Chua Sian Sian (sp) Miss Owyong (so)	Cheng Kim Piao (gm) Rodolfo Orutio (bm) K. H. Yang (cm)	Manuel Uy (ad)	
La Voz De Manila (Spanish)	1,500 (est.)	B. de la Paz Pub.	Bienvenido de la Paz (e-me) Felix Karag (ce)	Felix Karag (sp) Esperanza Poblete (so)	B. de la Paz (gm-bm) Jose de la Paz (cm)	B. de la Paz (ad)	B. de la Paz (ms)
Mabuhay (Tagalog)	12,335	Philippine Publishers, Inc.	Buenaventure G. Medina Catalina V. Flores	Antonio Ocampo (sp) Zenaida Flores (so)	Jose Perez de Tagle (bm) Federico Davantes (cm)		
Times (English)	76,840 (PBAC) daily 110,701 (PBAC) Sunday	Manila Times Pub. Co., Inc.	Dave Boguslav (e) Jose P. Bautista (Asso. e)	Enrique Llanos (sp) Consuelo Abaya (so) Primitivo Mauricio (su)	Joaquin P. Roces (gm-bm) Ramon Gatchalian (cm)	Joaquin P. Roces (ad) Ruben Porciuncula (cam) Francisco Capistrano, Jr. (ram)	Aquilino Niguidula (ms)

PAKISTAN

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EAST BENGAL			
CHITTAGONG			
Punchajanya	Bengali	A. C. Das	W. C. Bhattacharjee
DACCA			
Azad	Bengali	A. K. Shamsuddin	A. H. Khan
Morning News	English	Syed Mohsin Ali	
Daily Insaf	Bengali	S. A. Hussain	S. Ahmed
Millat	Bengal	M. Modabber	S. Kabir
Sangarad	Bengali	K. Kabir	S. J. Din
NORTH WEST FRONTIER PROVINCE			
PESHAWAR			
Khyber Mail	English	Zakaulla Khan	Inayatulla Khan
Shabbas	Urdu	Sherif Farooq	S. J. Hussain
SIND			
KARACHI			
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Bermuda—Hamilton The Royal Gazette; Royal Gazette Weekly.
British Guiana—Georgetown The Argosy; Georgetown The Chronicle; Georgetown The Sunday Chronicle.
British Honduras—Belize Billboard.
Ceylon — Colombo Ceylon Daily News; Colombo Ceylon Observer; Colombo Dinamina; Colombo Silumina; Colombo Thinakaran.
Chile—Antofagasta El Mercurio, Santiago El Mercurio; Santiago La Segunda; Santiago Las Ultimas Noticias; Tocopilla La Prensa; Valparaiso El Mercurio; Valparaiso La Estrella.
Colombia—Barranquilla El Heraldo; Bogota Diario De Colombia Cali El Crisol; Cartagena Diario De La Costa, Ibeque Tribuna; Manizales La Patria; Medelin El Correo.
Costa Rica—San Jose La Nacion; San Jose La Prensa Libre.
Cuba—Havana Avance; Havana El Mundo; Havana The Havana Post (English); Santiago Orienta.
Denmark—Copenhagen Nationaltidende.
Ecuador—Guayquil El Universo; Quito El Comercio; Quito Ultimas Noticas.
French Morocco—Casablanca-Maroc Press.
Guam—Agana Daily News; Agana Territorial Sun.
Germany—Rhein Neue Rhein Zeitung; Ruhr Neue Ruhr Zeitung.
Guatemala—Guatemala City El Imparcial.
Gold Coast—Accra Graphic West Africa.
Hawaii—Honolulu Hawaii Hochi, Kauai Garden Island News; Maui News.
Holland—Amsterdam De Limie; Amsterdam Het Financieele Dagblad; Amsterdam De Volkskrant.
Honduras—Tegucigalpa, El Pueblo.
Hong Kong—Hong Kong South China Morning Post; Hong Kong China Mail; Hong Kong South China Sunday Post-Herald; Hong Kong Wah Kiu Yat Po; Hong Kong Wah Kiu Man Po.
Jamaica—Kingston Gleaner; Kingston Star; Childrens Own.
Malaya—Penang Straits Echo; Ipoh Kin Kwok Daily News; Kuala Lompur Malay Mail.
Netherlands West Indies—La Prensa (Spanish) Curacao; La Prensa (English) Curacao.
Nicaragua—Managua La Prensa; Managua La Estrella De Nicaragua.
Nigeria—Lagos Nigerian Daily Times; Lagos Sunday Times.
Pakistan—Lahore Daily Zamenda.
Panama—Panama City Star & Herald La Estrella De Panama; Panama City Panama Tribune.
Peru—Lima El Comercio; Lima La Cronica.
Puero Rico—Ponce El Dia.
Sierra—Leone Daily Mail.
Singapore—Indian Daily Mail; Nanyang Siang Pau.
Surinam—Paramaribo De Tijd.
Tangier—International Zone Maroc Presse.
Trinidad—Port of Spain Trinidad Guardian; Port of Spain Sunday Guardian; Port of Spain Evening News.
Union of South Africa—Barberton Lowveld Leader; Bloemfontein Farmer's Weekly; Bloemfontein The Friend; Bloemfontein Outspan; Bulawayo Chronicle; Bulawayo Rhodesian Annual; Bulawayo Sunday News; Cape Town Cape Argus; Cape Town Cape Week-end Argus; Cradock Midland News; Durban Natal Daily News; Durban Sunday Tribune & Sunday Post; East London Daily Dispatch; Johannesburg S.A. Mining & Engineering Journal; Johannesburg S.A. Mining Year Book; Johannesburg The Star; Kimberly Diamond Fields Advertiser; Klerksdorp New Klerksdorp Record; Ndolan N. Rhodesia Northern News; Pietermaritzburg Natal Witness; Potchefstroom Die Westelike Stem; Potchefstroom Herald; Pretoria Pretoria News; Queenstown Daily Representative; Salisbury Rhodesia Herald; Salisbury Sunday Mail; Umtali Advertiser; 21 Native Newspapers published in South Africa.
Uruguay—Montevideo El Plata.
Venezuela—Caracas, Ultimas, Noticias, Il Corriere, Di Caracas, Mi Film; Maracaibo, Panorama.
Virgin Islands—St. Thomas Daily News.

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Australia—Adelaide Advertiser; Adelaide Chronicle; Adelaide News; Adelaide Sunday Advertiser; Adelaide Radio Call; Adelaide Mail; Brisbane Courier Mail; Brisbane Sunday Mail; Melbourne Herald; Melbourne Listener-In; Melbourne Sporting Globe; Melbourne Sun News - Pictorial; Melbourne Weekly Times.
Austria—Vienna, Die Presse; Vienna Die Presse Wochfnausgabe.
Bahamas—Nassau, Nassau Daily Tribune.
Barbados—Bridgetown Barbados Advocate and Bridgetown Evening Advocate.
Brazil—Rio de Janeiro Diario de Noticias; Rio de Janeiro O Globo.
Chile—Santiago Diario Ilustrado; Valparaiso La Union.
Colombia—Barranquilla La Prensa; Bogota Dominical; Bogota' El Espectador; Bucaramanga Vanguardia Liberal; Cali Diario del Pacifico.
Cuba—Camaguey El Camagueyano; Havana Diario de la Marina.
Denmark—Copenhagen B.T.; Copenhagen Berlingske-Aftenavis; Copenhagen Berlingske-Tidende; Copenhagen Sondags B.T.
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El Salvador—San Salvador Diario de Hoy.
Finland—Helsinki Uusi Suomi.
Mexico—Mexico City Novedades; Mexico City The News.
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Norway—Trondheim Adresseavisen; Bergen Bergens Tidende; Oslo Aftenposten, Oslo Ukens Nytt; Stavanger, Stavanger Aftenblad.
Panama—Panama City Panama American; El Panama America.
Paraguay—Asuncion La Tribuna.
Peru—Lima La Prensa; Lima Ultima Hora.
Saint Lucia—Castries The Voice of St. Lucia.
South Africa—Cape Town Cape Times; Durban Natal Mercury; Johannesburg Rand Daily Mail; Johannesburg Sunday Times; Johannesburg Sunday Express; Johannesburg Die Vaderland; Bloemfontein Die Volksblad; Cape Town Die Burger; Port Elizabeth Die Oosterlig; Johannesburg Die Transvaler; Kroonstad Northern Times; Odendaalsrus Goldfields Express; Cape Town Die Landstem.
Sweden—Malmo Kvallsposten; Stockholm Aftonbladet; Malmo Sydsvenska Dagbladet; Stockholm Stockholms-Tidningen; Stockholm Svenska Dagbladet.
Switzerland—Zurich, Neue Zurcher Zeitung.
Trinidad—Port-of-Spain Gazette.
Uruguay—Montevideo El Dia.
Venezuela—Caracas Journal; Caracas El Universal; Maracaibo La Columna; Maracaibo Diario de Occidente; Maracaibo Herald.

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Ecuador—Guayaquil, La Nacion; Guayaquil, La Hora; Quito, El Sol.
El Salvador—San Salvador Diario Latino.
Mexico—Chihuahua, Tribuna; Mexico City, La Prensa; Monterrey, El Norte; Monterrey, El Sol; Torreon, La Opinion.
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China—Nanking Ho Ping Jih Pao.
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Dawn	Gujarathi	J. Mamon Noor	
Evening Star	English	M. A. Zubeiri	J. Sidial
Jang	Urdu	Khalil-ur-Rahman	N. H. Rahman
Millat	Gujarathi	S. F. Matri	Z. Kishat
Morning News	English	Syed Mohsin Ali	
Nauroze	Urdu	G. I. N. Pardesi	Mohd. Khaleeq
Vatan	Gujarathi	Shabnam	U. Kassim
Times of Karachi	English	Z. A. Subri	B. Hussain
WEST PUNJAB			
LAHORE			
Civil and Military Gazette	English	M. Y. Khan	H. A. Warris
Daily Afaq	Urdu	M. Sarwar	F. M. Khami
Imroze	Urdu	A. N. Qasmi	K. Ahmad
Khatun	Urdu	R. Begum	M. R. Begum
Nawa-I-Waqt	Urdu	H. Laqlaq	M. Sadiq
Pakistan Times	English	M. Ali Khan	K. Ahmad

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The Bangkok Post	English	Post Pub. Co., Ltd.	A. W. MacDonald
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Bangkok Chronicle	English		

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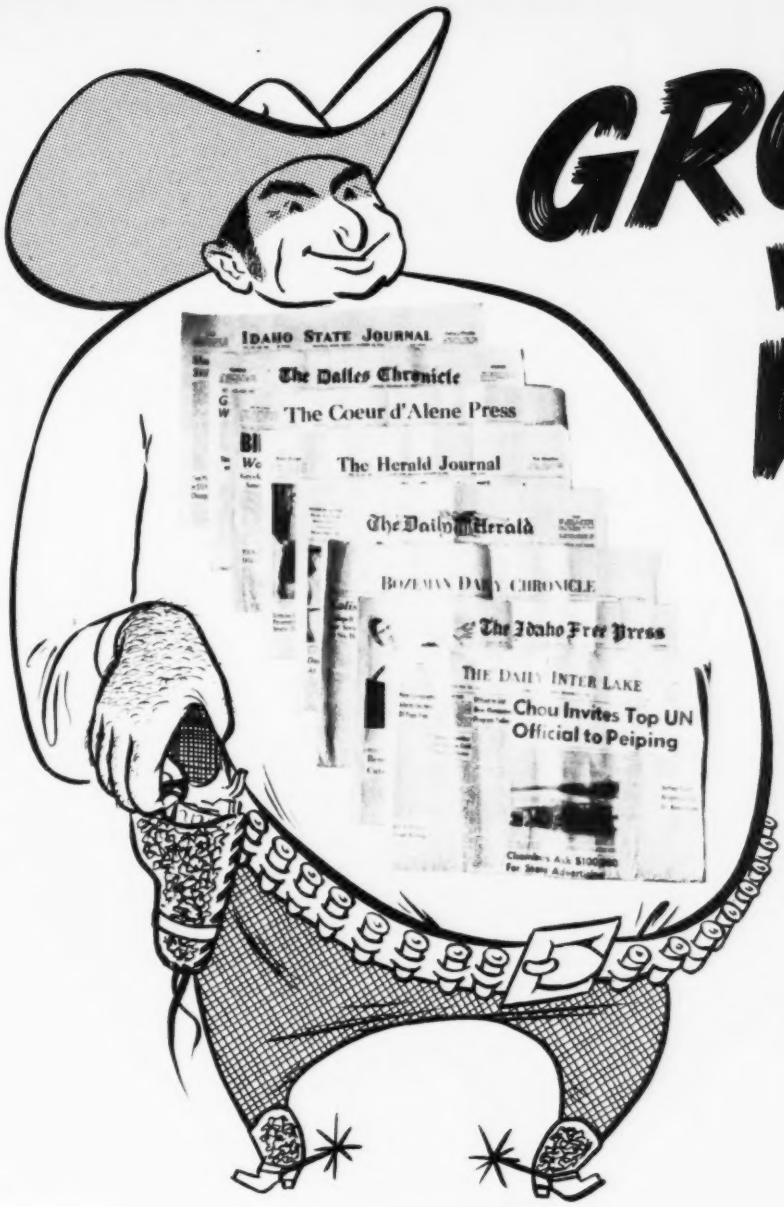

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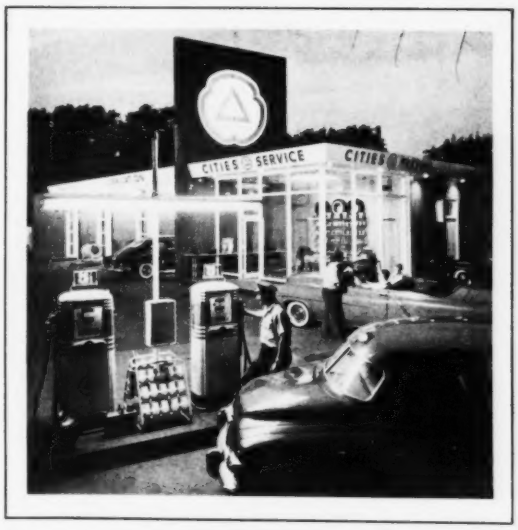

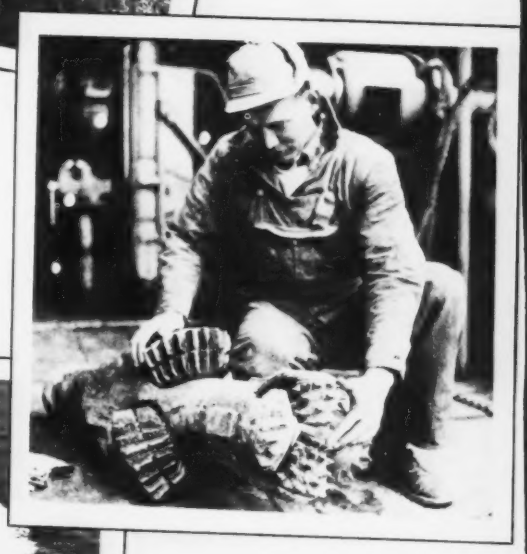

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